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BROADCASTING

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Broadcast Advertising

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Vol. 6 No. 8
Canada and Foreign $4.00 the Year
WASHINGTON, D. C.
APRIL 15, 1934
$3.00 the Year
15c the Copy

EDWARD PETRY & CO., INC., ANNOUNCES

THEIR APPOINTMENT AS SOLE AND EXCLUSIVE NATIONAL REPRESENTATIVES OF

KECA LOS ANGELES **NBC** AFFILIATE

KFI . . . LOS ANGELES **NBC** AFFILIATE

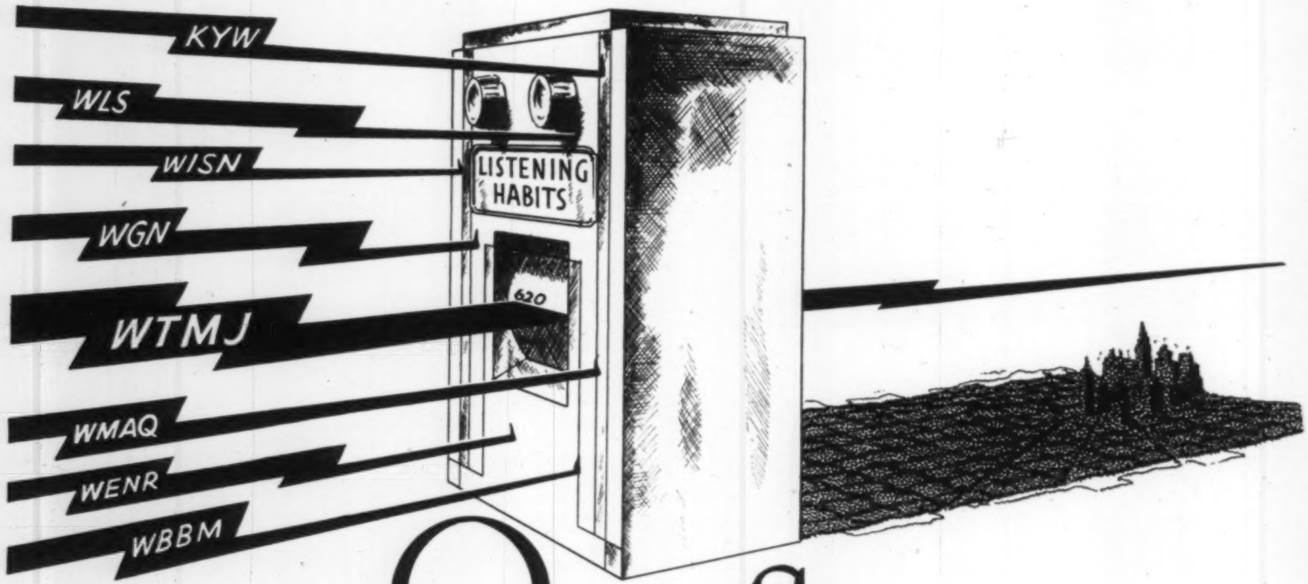
WFBR BALTIMORE . **NBC** AFFILIATE

WGAR CLEVELAND . **NBC** AFFILIATE

WIOD MIAMI . . . **NBC** AFFILIATE

WJR . . DETROIT . . **NBC** AFFILIATE

See page 3 for complete list of stations represented exclusively by
EDWARD PETRY & CO., Inc., New York, Chicago, Detroit, San Francisco



One Station
reaches the rich Milwaukee Market!

Five recent surveys made in the Greater Milwaukee market prove that WTMJ reaches far more listeners than any other station, and is the outstanding favorite of hundreds of thousands.

Radio advertisers who use Chicago stations with the hope of covering Milwaukee, reach only a fringe of WTMJ's great, prosperous market. In the station's primary area of eleven counties, retail sales are $600,000,000 annually. Here is concentrated nearly half of Wisconsin's population and total wealth. Milwaukee itself is second among all large cities in radio-set and third in home ownership, while Wisconsin is first among all states in percentage of homes owned.

Here is a market made to order for radio advertisers -- and WTMJ is the ONE and ONLY station that can do a thorough selling job. Owned and operated by Wisconsin's leading newspaper, The Milwaukee Journal, WTMJ enjoys a background of nine years' radio experience, plus The Journal's financial stability to insure high quality programs and the finest broadcasting equipment.

Proof of the outstanding popularity of WTMJ in this A-1 market is contained in a new 60-page book "Listening Habits in Greater Milwaukee." Copies are available without charge to sales and advertising executives.

Listening Habits

MEMBER OF
NBC NETWORK

WTMJ

WISCONSIN'S
FAVORITE STATION

THE MILWAUKEE JOURNAL STATION

National Representatives . . . . EDWARD PETRY & COMPANY, Inc.
NEW YORK — CHICAGO — DETROIT — SAN FRANCISCO

SPOT BROADCASTING

CAN DO THE BEST

SUMMER RADIO JOB

IF an advertiser wants to skeletonize summer coverage and concentrate on widely scattered major markets—*only spot broadcasting can do the job.* Or get the most radio out of a minimized summer budget by using five minute periods on leading stations —*only spot broadcasting can do the job.* Or high spot with an even smaller summer budget by using a hammering announcement campaign—*only spot broadcasting can do the job.* And spot broadcasting permits radio advertisers to pick peak listening periods on each station—especially important in summertime.

Spot Broadcasting is highly merchandisable, the most flexible form of radio, and economical. The stations listed here, each one an outstanding advertising medium, have demonstrated their year 'round ability to sell merchandise.

Our national exclusive representative offices have interesting facts and figures available—and several unusual methods of using summer Spot Broadcasting.

WSB	ATLANTA	**NBC**
WFBR	BALTIMORE	**NBC**
WBRC	BIRMINGHAM	**CBS**
WBEN	BUFFALO	**NBC**
WGAR	CLEVELAND	**NBC**
WFAA	DALLAS	**NBC**
KLZ	DENVER	**CBS**
WJR	DETROIT	**NBC**
WBAP	FORT WORTH	**NBC**
KTHS	HOT SPRINGS	**NBC**
KPRC	HOUSTON	**NBC**
WFBM	INDIANAPOLIS	**CBS**
WDAF	KANSAS CITY	**NBC**
KECA	*LOS ANGELES	**NBC**
KFI	*LOS ANGELES	**NBC**
WHAS	LOUISVILLE	**CBS**
WIOD	MIAMI	**NBC**
WTMJ	MILWAUKEE	**NBC**
WSM	NASHVILLE	**NBC**
WSMB	NEW ORLEANS	**NBC**
WTAR	NORFOLK	**CBS**
KGW	°PORTLAND	**NBC**
KEX	°PORTLAND	**NBC**
KSD	ST. LOUIS	**NBC**
KSL	SALT LAKE CITY	**CBS**
WOAI	SAN ANTONIO	**NBC**
KOMO	°SEATTLE	**NBC**
KJR	°SEATTLE	**NBC**
KTBS	SHREVEPORT	**NBC**
KHQ	°SPOKANE	**NBC**
KGA	°SPOKANE	**NBC**
WDAE	TAMPA	**CBS**
KVOO	TULSA	**NBC**
KFH	WICHITA	**CBS**

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* Indicates stations located in same city are under same management

REPRESENTED EXCLUSIVELY THROUGHOUT
THE UNITED STATES BY

EDWARD PETRY & CO., Inc.
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

XUM

WMCA

THOMAS BREAD

BAKER'S COCOA

POSTUM

H. C. BOHACK CO. INC.

SILVER DUST

MAXWELL HOUSE COFFEE

DIAMOND CRYSTAL SALT

THOMAS ROULSTON, INC.

B-C HEADACHE POWDER

ADMIRACION SHAMPOO

BORDEN'S CONDENSED MILK

SUNSWEET PRUNE JUICE

LA GERARDINE

NATIONAL GROCERY STORES

FEDERAL BROADCASTING CORPORATION

1697 *Broadway* WMCA *Columbus* 5-5660

NEW YORK

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BROADCASTING
and
Broadcast Advertising

VOL. 6 No. 8 WASHINGTON, D. C., APRIL 15, 1934 $3.00 PER YEAR—15c A COPY

No Letup Seen in Summer Broadcasting

By GILBERT CANT

Audiences Above Winter Peak Indicated as Industry Takes Lead in National Recovery; Leaders Express Optimism

Parable of the 5:15

UNPRECEDENTED advance contracts for time through the summer months that have been signed by the networks and individual stations bear out the convictions expressed in the accompanying article that this summer there will be no letdown in broadcast advertising. A recent network survey concluded that the number of people who will listen to radio programs in the months just ahead is greater than the number who listened at any time—not excepting the winter just ended! Surprising statement, but hearken to the comment of a leading radio advertiser, who, because he uses several media, prefers that he remain anonymous.

In the opinion on this radio client, one of the most if not the most powerful reason why commercial radio programs should stay on the air during the summer months is the fact that radio advertising is the only kind of advertising that runs on schedule.

He compared it with the situation that had existed in the small town in which he grew up, where everybody set their watches by the 5:15 train that stopped there each day, and where nearly everybody turned out to meet it. When the train failed to arrive on time, it was a municipal calamity which none could miss. When the normally steady stream of traffic on one of the roads leading into the town was interrupted, the fact was noticed only 24 hours later.

Enlarging on the analogy with radio, this advertiser said a radio program is the only form of advertising ". . . that people wait for, at a given hour, on a given day or every day. It is the only one that becomes an event, an institution, in their lives. It is the only one for which they form a sort of personal affection, and toward which they have a personal relation. I can stop any other kind of advertising effort, and the public at large won't be aware that it has stopped. . . . But if I interrupt my radio program, I'll be leaving people waiting at the station for it. They set their dials for it, and set their watches by it. . . . I know that. I have hundreds of thousands of letters from listeners to prove it.

"Radio is my advertising locomotive—the 5:15 of my sales campaign. And I certainly don't want millions of people wondering what's the matter, wondering what's happened to my business engine, if I suddenly discontinue my radio train through their towns.

"What's more, I don't want any rival engine running down my right-of-way . . . consistency in radio pays double."

WITH AN AUDIENCE estimated to be larger than ever before in the history of radio ready to tune in on their programs, advertisers are making plans and entering into commitments for summer campaigns on such a scale that there seems no possiblity of 1934 failing to beat all records for the "off season," as it used to be considered.

The reason for this increase in commercial broadcasting during the summer lies just as much in the internal situation in the radio business as it does in external factors, such as general business recovery.

General Recovery a Factor

THIS RECOVERY undoubtedly has had a great deal to do with the readiness of manufacturers and distributors of goods to make contracts for network and station time. If the recovery registered so far had not taken place, the sponsors would not have had the means to pay for summer campaigns. If the buying public, as a result of improving conditions and more widespread relief activities by all governmental agencies, had not been given increased purchasing power, it would have been much less worth while for the buyers of broadcasting time to buy it during the summer or any other season of the year.

Making due allowance for the weight of these two factors, which arise out of the same basic cause, there still remain a variety of very potent reasons for the betterment in the outlook for the radio industry this summer that are peculiar to radio.

Spending More on Radio

THE FIRST is that commercial broadcasting, after suffering last year and during the later months of 1932 from the effects of the depression, which had paralyzed most other businesses much earlier, has now not only recovered practically all the ground it had lost, but is back again on the steady climb toward an ever more important position among advertising media. The national and regional networks and the individual stations are already fully aware of this. They have the evidence of it in their accounting departments.

If further proof were needed, it would be sufficient to point to the figures for the networks, appearing elsewhere in this issue, indicating an increased dollar volume of business during March. For CBS March was a record month in its history, and during the January-March quarter above any other three-month period.

There can be no doubt that advertisers are devoting an increasing proportion of their appropriations to radio campaigns, in direct refutation of those critics of the industry who have been asserting that interest in it as an advertising medium is waning.

With the steady rate of growth of the radio audience, it is self-evident that the advertiser buying time today receives more "circulation" for his advertising dollar than he did yesterday, and that tomorrow the coverage will be greater still. In other words, the cost of circulation per capita is decreasing as steadily as the number of radio-equipped homes is increasing. (For latest radio census see April 1 issue of BROADCASTING.)

In the past, even when this normal expansion of the listening public was admitted, there was a tendency to assume that the summer audience was definitely smaller than that during the winter months, and many guesses were made as to the percentage by which it was smaller. In the last 18 months two elements have entered into the situation which require a change in this point of view.

In the first place, there have been sold enough midget, portable and automobile radios, which are used mainly during the summer months, to boost the potential audience at this time of year by several millions. And secondly, the fact-finding investigation into the numerical strength of the radio audience has been carried further than ever before, as evidenced by recent surveys.

Kobak Sees "Splendid Summer"

"I DO NOT pretend to be a prophet of the broadcasting business," Edgar Kobak, vice president in charge of sales at NBC, told the writer, "but we look forward to a splendid summer. Our clients are proving beyond question that summer broadcasting pays. We believe in it and we are going out to sell it. We are certainly off to a good start for 1934."

This "good start" is revealed in an analysis of NBC's business in previous summers, as compared with the prospective business for the months ahead. The increase, insofar as it can be estimated now, is likely to be 25 per cent over last year. Forty-eight advertisers have used NBC facilities for a year or more, and of these, 32 have signed contracts carrying them through the summer. In addition, there are 29 newer advertisers with advance contracts, making a total of 61. Previous experience suggests that the advertisers in these groups who exercise cancellation clauses in their contracts will be at least equalled, and probably exceeded, by the number who have not yet decided on their campaigns.

Boice Cites Gains

ON BEHALF of CBS, Hugh K. Boice, vice president in charge of sales, said, "We are offering our clients a larger listening audience in the summer of 1934 than in any previous *winter*. Our recent study of the distribution of radio homes, 'The Flood Hits the Spillways,' told advertisers the story of the 18,000,000 homes in the U. S. now equipped with radios. And our investigation of summer vacation habits revealed that during any two-week period, nine out of ten radio owners will be listening to programs at home, at resorts or while traveling. The influence of these factors means that every dollar spent for radio time in summer, 1934, goes farther, reaches more homes, more families, more radio listeners than ever before."

In further prosecution of its campaign to popularize the use of summer radio campaigns by national advertisers, CBS has issued a collection of success stories based on sponsors' experiences during previous years.

Appreciation from Philco of the gratifying results of summer advertising last year for automobile radios is given a wider interpretation in the presentation, since it is pointed out that the increased sales accruing to Philco entail an increase in the number of automobile-driving listeners—in other words, an increase in the summer radio audience, and a sign of expanding audience-interest in programs during the summer months.

Helps Fall Campaigns

SEVERAL of the sponsors quoted emphasize the help given to their fall advertising campaigns by maintaining close contact with the buying public during the preceding months. Bourjois, Inc. expresses it as entering the "fall selling season under a full head of steam, and without the necessity of re-selling the consumer and the trade on the merits of our products." Erwin, Wasey & Co. also subscribes to this thesis.

The gasoline companies, which expect to do a large business during the summer, find that radio campaigns are valuable producers of goodwill in the touring season, and it is anticipated that this will be increasingly true as more and more automobile radios are sold. Hudnut found that July and August sales were higher than those in September, when all other factors were the same and identical broadcasting schedules were used for the three months. Crazy Water Crystals, in a trial campaign through KMOX, increased its sales 1,300 per cent between March and September.

The case of an admittedly seasonal product is dealt with in a story on the sales Castle's Ice Cream achieved through a KMBC campaign, and the presentation concludes with an argument that the coming summer offers a larger audience than ever before, and an audience with increased and increasing purchasing power which advertisers will wish to reach.

Deutsch Sees Bright Season

THE ABILITY of spot broadcasting to "do a job" for the advertiser is attested by the success which has attended the inauguration by World Broadcasting System of a daily program service, which enables local stations and their clients to build their own shows. Percy L. Deutsch, president of WBS, says:

"The prospects for summer business for 1934 are far better than for any summer since the formation of the company in 1929. In addition to the usual transcription business which we have always had, the World Daily Program Service which was instituted on March 12, this year, has met with immediate and enthusiastic support by advertisers and advertising agencies, as well as by stations. At the present time we have 78 stations affiliated with this service. It is of particular value to the seasonal advertiser, since it goes far toward solving his talent and general show-building problems.

"In the establishment of this service, we have, I believe, given the local and sectional advertiser the greatest opportunity he has ever had to use broadcast advertising soundly and economically, and at the same time furnish the public first-class programs."

Why Hudson Favors Summer Radio

By CARLO DE ANGELO

Radio Director, The Blackman Co., New York

THE IDEA that broadcasting is valueless in summer belongs back in the forgotten archives with the theory that a dance band and a tenor alone will constitute a good half hour program. The Hudson Motor Car Co., makers of the Essex Terraplane and the Hudson, are staying on radio in the summer because they do not believe that automobile merchandising is essentially a seasonal job. That, too, is my belief. Just as a prospect may hear about a car all winter and buy one in the summer, so he may easily hear about a car all summer and buy one later on. Especially with automobile radios in full force, and the portable sets in constant use at camps, cottages and summer homes, the effectiveness of the radio sales tale and the entertainment value of the program will remain as high in summer as in winter. Radio is young to have untrue legends, but it seems to me that the theory that "you don't get results on radio in the summer" is one of them.

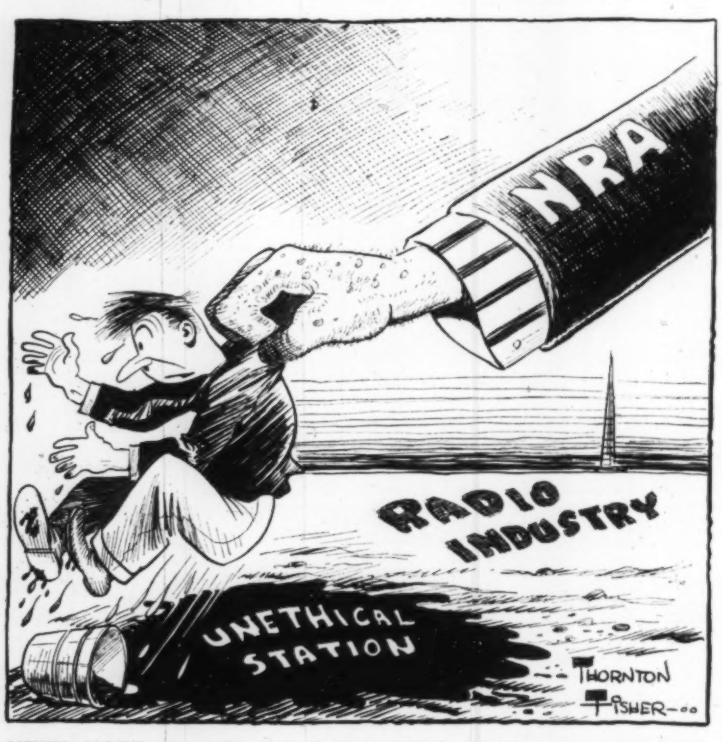
Representatives Optimistic

ON BEHALF of Group Broadcasters, Inc., Scott Howe Bowen reports that in spite of the approach of summer, which previously would have been expected to militate against the prospect of immediate business, G. B. I. has now over a million dollars worth of estimates in the hands of advertisers and agencies in New York, Chicago and Detroit. The proportion in which this potential business is divided between summer and fall cannot readily be ascertained, but the mere fact so many inquiries have been received, at this inauspicious time, is considered abundant evidence of the volume of business available both for the group and for the season.

Many of the factors which have been mentioned as contributing to the growth in summer audiences and summer business are cumulative, and in some cases tend to increase by a geometrical progression. The sale of automobile radios, for example, has reached the point where driver-listeners represent a sufficiently large proportion of the audience for gasoline advertisers to be interested in reaching them on the road. Automobile radios will advertise themselves, since owners who ride in radio-equipped cars, addressed by radio manufacturers through the loud speaker, will be particularly good prospects for new sales.

Moreover, with commercial programs presenting high-priced talent the year around, many listeners, who in the past have tended to neglect their radios during the summer because they noticed a falling-off in certain aspects of program quality, will lose that habit in 1934, if they did not lose it in 1933. And the retention of this part of the winter audience will give sponsors added circulation to justify their expenditures, thus further raising the quality of programs.

"Cracking Down" . . . THORNTON FISHER



NEWS NOTE: Gen. Hugh S. Johnson, NRA administrator, announced in Washington April 7 that he has instructed state compliance directors to send evidence of code violations direct to federal district attorneys. His new "crack-down" order also instructs state directors, industry code authorities and local compliance boards to send to the newly created Litigation and Enforcement Section of NRA all cases on which prosecutions can be based. A. G. McKnight, of Duluth, Minn., heads the new division as an assistant to the Attorney General.

March Network Returns 32% Above Last Year's; CBS Reaches New High

MARCH revenues from time sales by the major networks represented an advance of 32 per cent over the same month last year, but remained 7.1 per cent behind March, 1932, according to official reports from the networks. The March total for the combined NBC and CBS networks was $3,998,304, as compared with $3,013,565 in March, 1933, and $4,300,833 in March, 1932.

CBS reached an all-time monthly record in March, its revenues being $1,524,904, which was 50.1 per cent ahead of $1,016,102 recorded for March, 1933, and 6.2 per cent ahead of the $1,436,050 in March, 1932. For the first quarter of 1934, CBS had revenues of $4,318,657, as against $2,842,544 during the same period of 1933 and $4,104,306 during the same period of 1932.

NBC revenue for March was $2,473,400, an increase of 24 per cent over March, 1933. For the first quarter of this year, the NBC revenues amounted to $7,057,624, or 26 per cent ahead of the same period last year.

Prospects for April are equally bright, a distinguishing feature being the increase in the number of commercial premieres.

Coughlin Ends Series

CONTRACTS for time with 26 stations, linked in the special hookup for the Father Coughlin broadcasts, were to terminate April 15 after 26 weeks. Father Coughlin devotes his final hour to a discussion of the Fletcher-Rayburn securities bill, with Raymond Moley and Ferdinand Pecora as his guests on the program. Renewal of the series next fall for the usual October-April 26-week period, Father Coughlin intimated in his April 8 broadcast, depends upon the financial condition of the Shrine of the Little Flower at that time. Grace & Holliday, Detroit agency, buys the time for the hookup at regular station religious-time rates.

Packard Starts Concerts

CLOSE on the heels of the termination of the Sunday evening Cadillac concert series on the NBC-WJZ network April 8, Packard Motor Car Co., Detroit, on April 9 began a new series of spring concerts over an NBC-WJZ network, Mondays, 10-10:45 p. m. Dr. Walter Damrosch and symphony orchestra, with brief talks by John B. Kennedy, the NBC narrator, are featured. Though the general Packard agency is Young and Rubicam, New York, this program is being handled by Cecil, Warwick & Cecil, New York. Contract is understood to be for 13 weeks.

NRA Proposals up to Code Authority

Chairman Shepard Calls Meeting May 2 as Rosenblatt Insists Wage Increase Was Merely Recommendatory

PROPOSALS from the NRA, recommending that the broadcasting industry consider further reductions in the hours of labor and increases in wages beyond the code already in effect, have stirred a mild tempest in radio circles. The reaction of broadcasters and broadcast advertisers, the former fearing the stifling effects of additional restrictions and the latter fearing rate increases, was in general unfavorable.

On the other hand, a letter from Deputy Administrator Sol Rosenblatt of NRA, taking issue with BROADCASTING'S interpretation of the new proposals, indicated that the situation may not be as serious as first felt. [Mr. Rosenblatt's letter is published in full on this page, and is self-explanatory.]

Code Authority to Meet

TO TAKE UP not only the Rosenblatt proposal, but another one from Gen. Hugh S. Johnson asking consideration of a reduction of 10 per cent in the hours of labor without accompanying reduction in wages, the Code Authority for the broadcasting industry has been called into session by Chairman John Shepard, III, president of the Yankee Network. Its meetings are scheduled to start at 10 a. m., May 2, in the National Press Club, Washington.

The shorter work week and higher wage proposals both by Mr. Rosenblatt and Gen. Johnson have, in the meantime, been acknowledged by James W. Baldwin, executive officer of the Code Authority, in letters in which he points out how the industry is endeavoring to meet the code requirements and how the new proposals would wreak new hardships.

In announcing the next meeting of the Code Authority, Mr. Baldwin stated that it will also take up complaints arising out of alleged violations of the unfair trade practice provisions of the code; consider Part II of the pending report on broadcast technicians covering working conditions, and consider further the proposed questionnaire concerning artists and performers employed in radio.

Code Changes Loom

THE BROADCAST technicians report may also bring up new recommendations for further modifications of the wage and hour provisions of the present code.

The tempest over the proposed shorter work week and increased wage scale grew out of Deputy Administrator William P. Farnsworth's letter to Mr. Baldwin, dated March 21, which stated that Mr. Rosenblatt requests that the Code Authority appoint a committee and report back at the earliest possible moment with respect to the adoption of a shorter work week. Mr. Farnsworth's letter went on to state:

"Where the industry is now on a forty (40) hour week, the reduction to thirty (30) hours with a ten (10) per cent increase in wages is recommended for your consideration, and where more than forty (40) hours have been granted, the reduction to thirty-six (36) hours with a ten (10) per cent increase in wages is recommended."

Mr. Rosenblatt Replies

To the Publisher of Broadcasting:

My attention has been called to your issue of April 1, 1934, with respect to your front-page story entitled "NRA Asks 30-hour Week, 10 Per Cent Wage Boost,"—likewise with respect to your editorial entitled "Insult Upon Injury."

Frankly, I believe that your publication has taken unwonted liberties with what would normally be a proper function of a publication to enjoy the right of fair comment. The article which I have referred to commences with a reference to "a virtual command by NRA." Inspection and even the most casual reading of the text of the letter dated March 13, 1934, set forth in that article would show even the most slovenly mind, I am sure, that there was no command either given or intended by NRA. The idea of referring to the subject matter in the communication as a command is utterly stupid, ridiculous and completely unwarranted, in my opinion.

The letter which you were kind enough to set forth is a form of letter which was sent under my direction to all Code Authorities operating in this division, that is, to all Code Authorities in the amusement and radio broadcasting, transportation, advertising, and apparel industries. The letter was sent to such Code Authorities in specific compliance with the request of the President of the United States made at the opening session of all Code Authorities in Washington, in which he asked that industries generally consider a further shortening of hours in order to create more employment. In addition, such letter was sent in conformity with the policy of the NRA to ask the voluntary cooperation of all industries with respect to some further solution of the general unemployment problem which might be achieved by such further shortening of hours.

No Code Authority which has been the recipient of such a communication, including the radio broadcasting Code Authority, has taken the receipt of such letter amiss. Indeed, so far as I know, each and every one of them have complied with the completely reasonable requests made therein, that a committee be appointed by such Code Authority to report at the earliest possible moment to the NRA with respect to the ability of the industry affected to arrange for a further shortening of hours below the maximum hour provisions of the respective codes affected.

The characterization on your part, in your editorial, of the action in sending such a request to a Code Authority for the appointment of such a committee to report as "a display of misguided bureaucracy" is apparently your reaction to facts of a matter concerning which you apparently had no knowledge. Your use of the word "dictum" in connection with the sending of such letter is apparently caused by misconception.

I believe I state the facts when I say that so far as the radio broadcasting industry is concerned, that industry and its Code Authority have enjoyed fullest cooperation from the NRA, and that they have learned by now perforce that it is the intention of those placed in official position with respect to such Code by NRA to be entirely helpful and cooperative, and to be anything but dictatorial and commanding. I believe that the members of the Radio Broadcasting Code Authority would subscribe to my feeling that the NRA, so far as they are concerned, exists to help their own industrial self-regulation, and that at no time has the NRA by direction or indirection impeded the orderly progress of voluntary self-government in the radio broadcasting field.

I am fully aware and cognizant of the splendid cooperation which NRA has in turn received from the radio broadcasting industry and from its Code Authority. I have been fully advised with respect to the enlightened manner in which it has been meeting its own labor problems. This industry, as well as industries generally, deserves the praise and commendation of every official in the NRA for what it has done not only to reach but to pass the 1929 employment and wage peaks. It was with such full knowledge on my part, and nevertheless, to carry out the instructions of my superiors, that I wrote such communication to the Code Authority, and I am confident that as usual we will receive from such Code Authority an intelligent, enlightening, constructive and proper report.

I trust that you will see fit to give this communication equal publicity with the personal remarks and expressions which you have already seen fit to make with reference to myself.

SOL A. ROSENBLATT,
Division Administrator.

April 4, 1934.

If carried into effect, this suggestion, it is estimated, would increase the personnel of all stations by some 25 per cent and raise radio's annual pay roll nearly $3,000,000. Mr. Rosenblatt's letter to BROADCASTING points out that this is recommendatory and not mandatory and that it was a form letter sent to all code authorities under his division rather than aimed at radio alone. He took occasion also to praise the broadcasting industry for its "splendid cooperation" with NRA.

Baldwin's Reply

MR. BALDWIN replied to Mr. Farnsworth March 27 with this statement:

> I do not hesitate to say that in my own opinion based on the recently completed study, the enforcement of your proposals to reduce the forty hour week people to thirty hours, and to reduce those working more than forty hours to thirty-six hours with a ten per cent increase in wages for all, would spell disaster for the industry. Such a plan is inequitable and impracticable. It would utterly destroy all small broadcasting enterprises and, would make it impossible for the larger broadcasting enterprises to recover from the reverses suffered during the depression years.
>
> You appreciate, I know, that the radio broadcasting industry has always extended its most willing cooperation to the NRA in its efforts to bring about industrial recovery. Already our industry has greatly increased the number of employes. We enjoy today a greater number of workers than ever before in the history of the industry. Moreover, we have submitted evidence of a substantial increase in weekly wages. I am sure you will agree that nothing should be done to jeopardize the financial stability of broadcasting stations and consequently the present employes.
>
> I am confident that if the NRA officials responsible for these recommendations can but find the time to study this matter thoroughly and give due consideration to the readjustments which have been required during the three months operation of our code, their own mature judgment will dictate a withdrawal of their recommendations.

Johnson Sends Form

CROSSING paths with Mr. Farnsworth's letter was another form letter from Gen. Johnson dated March 28, in which the NRA chief enclosed a blank form to be filled out for all industries to determine "whether your industry has the ability to meet the President's request of reducing hours by 10 per cent without reduction of weekly pay." One of these form letters was received by Mr. Baldwin.

Although Mr. Baldwin would not make public the contents of his reply to Gen Johnson, which the NRA chief requested should be submitted by April 4, he told BROADCASTING that he regarded the form sent with the General's letter as not adapted to the radio industry because of the industry's youth and its lack of a uniform system of accounting.

Mr. Baldwin told BROADCASTING that a recent study covering technical employes in the broadcasting industry showed that, since the code went into effect, the employment of broadcast technicians has increased 11.9 per cent, their weekly hours of labor have been reduced 9.8 per cent and the weekly payroll for technicians has increased 21.1 per cent.

Far Ahead of 1929

"WE HAVE not made any survey," Mr. Baldwin said, "covering other than technical employes, but

(*Continued on page 46*)

GBI Now Has 28 Broadcast Outlets; 11 More Will Join

Spot Selling Unit Planned; Rate Cards Promised

SINCE its inauguration two months ago with a nucleus of 11 stations, Group Broadcasters, Inc. has added to its membership and now comprises 28 stations in the basic area. In addition to these, contract negotiations are now virtually complete with 11 outlets which have signified their intention of joining GBI. When these are associated, the group will have complete coverage of the major markets and most secondary market areas in this territory.

The present membership consists of: WADC, Akron; WBAL, Baltimore; WLBZ, Bangor; WNAC, Boston; WICC, Bridgeport; WGR-WKBW, Buffalo; KWCR, Cedar Rapids; KYW, Chicago; WSAI-WLW, Cincinnati; WAIU, Columbus; WHK, Cleveland; KSO, Des Moines; CKLW, Detroit; WDRC, Hartford; KMBC, Kansas City; WOR, Newark; WIP, Philadelphia; WEAN, Providence; WHEC, Rochester; WMAS, Springfield, Mass.; KWK, St. Louis; WSPD, Toledo; WIBX, Utica; WOL, Washington; WMT, Waterloo, Ia.; WKBN, Youngstown; WCAE, Pittsburgh, and WORC, Worcester.

Cormier Gratified

ALBERT A. CORMIER, of WOR, chairman of the executive committee of GBI, stated that "the acceptance of the group selling plan by the stations has exceeded the expectations of the committee. I am particularly gratified by the acceptance of the plan outside the basic area, by stations in the south and on the Pacific coast. The ten stations already signed, and others with which we are negotiating, had to secure their information entirely from correspondence and the trade press. Many of them were under the impression that GBI was primarily designed to devote its selling efforts for the benefit of the 11 charter member stations.

"The original member stations are contributing both financially and personally to the creation of a sales organization that will benefit every member station from coast to coast. The organization seal, showing the letters 'GBI' superimposed on a map of the United States, is a true indication of the real scope of the company.

Rate Schedule Soon

"A COMPLETE rate schedule will be published shortly. This has been delayed because of our desire to put into effect a uniform schedule of discounts for all member stations."

At a series of meetings of the executive committee held in New York April 9 and 10 it was decided to set up a separate division of the company, to be known as the Individual Station Representation Division, for spot selling of members. Scott Howe Bowen, president of GBI, explained that more than half the present number of member stations already are individually represented by GBI on an exclusive national basis; so the new division will be devoted entirely to selling time and servicing accounts for individual members.

Details of this plan include division of the country into territories, each containing not more than ten stations, to be under the supervision of an executive who also will be conversant with the situation of the entire group.

CBS Promotes Gittinger To General Sales Chief; Tide Water Work Cited

WILLIAM C. GITTINGER, who was appointed director of sales development at CBS last January, succeeded Karl Knipe in the position of general sales manager on April 2. He is under Hugh K. Boice, vice president in charge of sales.

Mr. Gittinger was associated with the Tide Water Oil Co. for eight years prior to his joining CBS. His first post with the oil company was that of advertising manager, and he later became director of sales development and advertising.

One of his outstanding achievements as Tide Water's advertising manager was the famous Tide Water campaign allied with the Antarctic Expedition of Admiral Byrd in 1928. It was Mr. Gittinger's idea to negotiate the exclusive use of Tide Water lubricants by the expeditionary party, and to obtain permission to feature the tieup in Tide Water advertising. This was the first campaign of its kind to be done on a large scale. It also involved one of the most spectacular radio broadcasts undertaken by any commercial sponsor, at the time, in the radio "Welcome Home" celebration accorded Admiral Byrd.

Mr. Gittinger was first affiliated with Tide Water advertising as an account executive of the Joseph Richards Company, which he joined in 1922. In that capacity he contributed to another notable Tide Water campaign, which won the Bok Award in 1925.

Edward Petry Appointed By Four NBC Stations

EDWARD PETRY & Co., Inc., exclusive national radio station representatives, announces its appointment by stations KFI and KECA, Los Angeles; WIOD, Miami Beach, and WFBR, Baltimore, all NBC affiliates. The appointment of the Petry organization by these stations has created considerable comment and interest among radio stations and advertising agencies, particularly since they were made several weeks after NBC announced its plan to represent its affiliated stations. Last month the Petry organization was appointed the exclusive national representatives of WJR, Detroit, and WGAR, Cleveland, both NBC-WJZ outlets.

HILL BROS., San Francisco (Red Can coffee) is using 18 stations between Chicago and the Pacific Coast in a 52-week transcription campaign calling for five 5-minute periods weekly and handled by the San Francisco office of N. W. Ayer & Son.

Roosevelt 'Libeled'

LOWELL THOMAS, NBC news commentator, started a controversy early in April which newspapermen, hungry for feature news stories about the Roosevelt yachting and fishing trip, eagerly took up and kept lively. Quoting the President's son, Elliott, Thomas said the chief executive had caught no fish. Jokingly, Roosevelt termed the statement "gross libel" and agreed to appoint an "investigating committee" of newspapermen. Thomas forthwith swallowed his words and declared that the President had caught a 20-ton Moby Dick.

AAAA Convention Slated May 22–23

THE SEVENTEENTH annual meeting of the American Association of Advertising Agencies will be held on Tuesday and Wednesday, May 22 and 23, at the Mayflower Hotel, Washington, D. C. The executive board will hold its quarterly session at the same place on May 21.

William C. D'Arcy, president of the D'Arcy Advertising Co., St. Louis, and chairman of the board of the AAAA, will open the convention. The first day's sessions will be open to invited guests as well as to officers and executives of member agencies. The second day will be given over to discussion of agency problems, and election of officers, and will be closed to all but members.

The annual banquet will be held in the ballroom of the Mayflower on the evening of May 22. Names of speakers and details of entertainment will be announced later.

Canadian Commission To Lease CKLW, Grant 1 kw. Outlet in Windsor

A 5-YEAR lease on CKLW, Windsor, Ont., to the Canadian Radio Broadcasting Commission, already operator of five Dominion stations, is reported from Ottawa to have been authorized by the Canadian Government Council. Details of the project have not been divulged, but it is understood that a new 1 kw. station on the Canadian-exclusive channel of 1030 kc. will be authorized by the Canadian Commission at Windsor and built within the next 60 to 90 days to serve as a full CBS outlet.

The lease will be obtained from Western Ontario Broadcasting Co., Ltd., operator of CKLW, which will be the licensee of the new 1 kw. Windsor station. The Commission will use 5 kw. CKLW, operating on 840 kc., to stage its own network programs, but it is understood that arrangements have been made calling for the continued use of the station by its present operators during such hours as the Commission does not require for its own programs.

Actual operation of CKLW will continue in the hands of Western Ontario Broadcasting Co. until the lease is effected and the secondary outlet constructed. Present personnel will be retained.

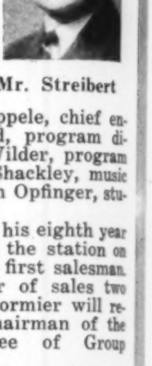
Executive Changes Are Made by WOR

Cormier Is General Manager; Neff New Sales Head

Mr. Cormier

A NEW executive and administrative set-up, necessitated by the rapid expansion of WOR, Newark, was announced April 7 by Alfred J. McCosker, president of the Bamberger Broadcasting Service, Inc., who is also president of the NAB.

A. A. Cormier, former sales director of the station, becomes its general manager; Theodore C. Streibert, former assistant dean of the Harvard Business School, who joined WOR last fall, becomes assistant to the president; and Walter Neff, formerly assistant to Mr. Cormier, becomes sales manager.



Mr. Streibert

Eight other departmental heads continue to exercise their former functions. These include Charles Van Loan, accounting executive; David Casem, director of press relations and James F. J. Maher, press manager; J. R. Poppele, chief engineer; Lewis Reid, program director; Robert I. Wilder, program manager; George Shackley, music director, and Adolph Opfinger, studio manager.

Mr. Cormier is in his eighth year with WOR, joining the station on Nov. 4, 1926, as its first salesman. He became director of sales two years later. Mr. Cormier will retain his post as chairman of the executive committee of Group Broadcasters, Inc.

Mr. Neff

Mr. Streibert is a graduate of Wesleyan University, Middletown, Conn., and of the Business School of Harvard University, where he became assistant dean. He is a member of the board of directors of Pathe Exchange, Inc., and at one time was assistant to the executive vice president of that company.

Mr. Neff's promotion to the sales managership follows more than five years association with WOR. He is widely known in advertising circles both in this and other cities and served as chairman of the radio group of the Advertising Club of New York.

Reo Using Radio

REO MOTOR CAR Co., Lansing, Mich., beginning in April, will use radio along with other media in a widespread campaign promoting its "no gearshift lever," timing its spots to coincide with the delivery of its cars to its dealers throughout the country. Starting in April also, Reo will use radio spots in its truck selling campaign. Maxon, Inc., Detroit, handles the Reo account.

XUM

Contest Takes Prospects to Radio Dealers

By **FORREST M. RAYMOND**

Advertising Director, San Diego Consolidated Gas & Electric Co.

San Diego Retailers Get Immediate Results, Expect More By Merely Offering Network Star Photos to Listeners

MR. RAYMOND

ONE OF THE BIGGEST problems that confronts a radio receiving set retailer is that of getting a "lead list"—prospective buyers. His product has been comparatively high priced and in the lean years just passed his volume of sales has not been extremely encouraging.

Considering these facts: (1) the quality of radio programs has been improving tremendously during this time and (2) many owners of out-moded sets are missing the true worth of the programs, the Bureau of Radio and Electric Appliance Dealers of San Diego County decided in January that the time was ripe to concentrate on selling this replacement market. Since San Diego homes are already 76 per cent radio equipped, this offered the largest potential sales' field. Naturally the most logical way to reach this market was through radio advertising.

Station Officials Consulted

WITH the general idea in mind of working out a campaign actually to bring prospects into the dealers' stores, we called in Messrs. Lincoln Dellar, manager; Harry Witt, sales manager, and Gary Breckner, program director, of KGB, the CBS-Don Lee outlet, and discussed the whole problem with them.

They recommended a radio contest built around a plan which would require the listener to go into a dealer's store for an entry blank. We accepted this idea and contracted for a series of eight programs.

Newspaper display advertising, street-car cards, outdoor posters and window displays were used to tell San Diego's 24 per cent non-radio families about the excellence of the programs on the air. The general theme was: "The Greatest Show on Earth—2 cents a night," the cost of an average evening's entertainment in electric consumption.

The contest was scheduled for two 15-minute evening periods a week beginning at 8 p. m., and started Feb. 1. The programs were informal in nature and suggested to the radio listener that he might enjoy himself by playing a little game to test his memory. The base of each of the programs was four short impersonations or theme music from popular programs on the CBS network. The programs were interspersed with vocal talent and running comments on features of the modern radio set such as automatic volume control and hairline tuning.

Response Surprising

THE LISTENER was told that if he could guess three out of the four impersonations or theme songs, and would send his guesses into KGB on an official score card which he could obtain at his nearest radio store, he would receive a picture of his favorite CBS radio star. No prizes were offered. The listeners were merely invited to entertain themselves.

Frankly, we didn't expect the contest to develop the immediate response that it did. The day after the first broadcast we began to receive calls from dealers who had already distributed all their cards. At the end of the fourth broadcast more than 2,000 cards had been called for. At the end of the month the total had passed 5,000, and the dealers' interest was so aroused that we decided to continue for four more programs. In addition the card response was larger on each succeeding broadcast. This in spite of the fact the contest was becoming more difficult as it became necessary to use impersonations of the less popular personalities and themes.

8,000 Cards Called For

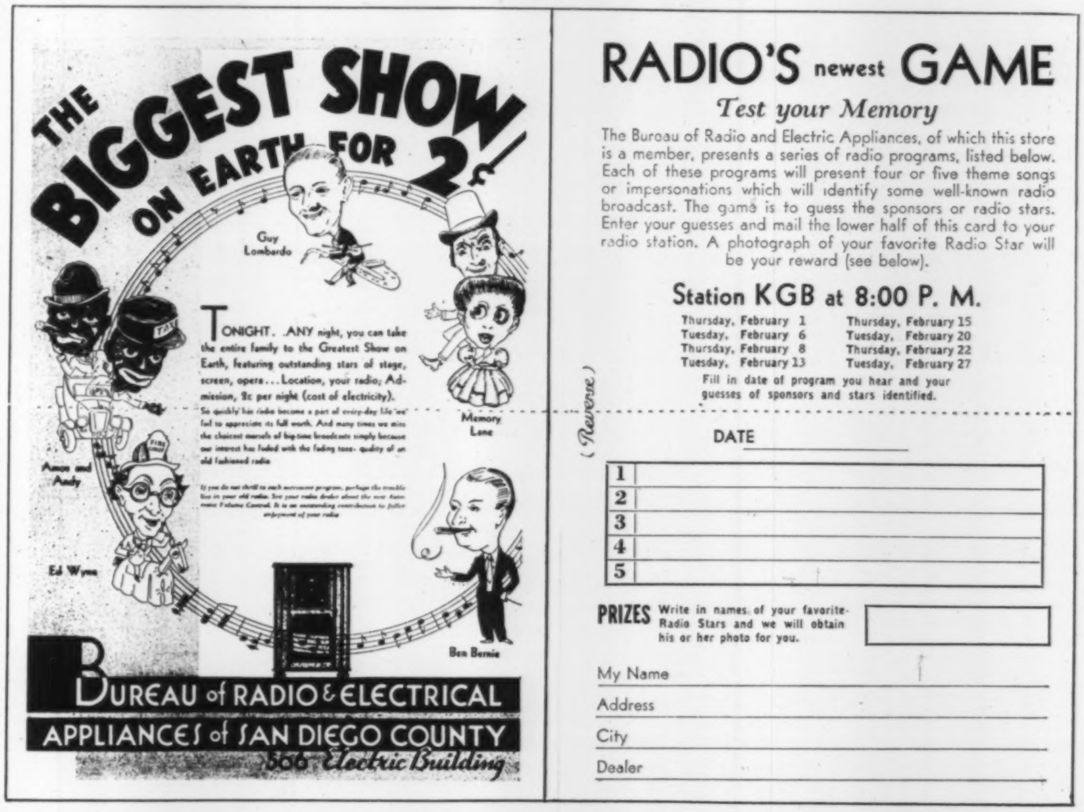
THE TWELFTH and concluding program was completed a few days ago, and though our figures are not exact, since not all the dealers have completed their reports to us, we can estimate that over 8,000 cards were called for in about 75 stores. Sales in February increased about 15 per cent over the month of January. This figure does not consider an exceptionally substantial increase in servicing and the sale of new tubes for old sets. Unfortunately no figures are available on these items, but a great many dealers have reported substantial increases.

It isn't necessary to say that we are tremendously pleased with the results of this campaign. Probably no other medium could actually send so many prospective radio set buyers into stores on the very small appropriation invested in the campaign. Personally, I believe the enthusiasm and cooperation of KGB's merchandising-minded staff in working with us in developing the idea in detail, as well as their facilities for producing programs of exceptional entertainment value, was largely responsible for its success.

The many comments on the contest from those who did not actually send in cards evidenced its large listening audience. Naturally enough the great majority of people listening in will not actually send in cards. But nevertheless they played the game and heard about the virtues of modern radio sets, and many of them will be prospects within a reasonable period of time.

Several other facts were uncovered in checking over the cards sent in on the contest. One of the points that is particularly impressive is the evident familiarity of a

(*Continued on page* 41)



THE BIGGEST SHOW ON EARTH FOR 2¢

TONIGHT. . ANY night, you can take the entire family to the Greatest Show on Earth, featuring outstanding stars of stage, screen, opera . . . Location, your radio; Admission, 2c per night (cost of electricity).

So quickly has radio become a part of every-day life we fail to appreciate its full worth. And many times we miss the choicest morsels of big-time broadcasts simply because our interest has faded with the fading tone- quality of an old fashioned radio.

BUREAU of RADIO & ELECTRICAL APPLIANCES of SAN DIEGO COUNTY
506 Electric Building

RADIO'S newest GAME

Test your Memory

The Bureau of Radio and Electric Appliances, of which this store is a member, presents a series of radio programs, listed below. Each of these programs will present four or five theme songs or impersonations which will identify some well-known radio broadcast. The game is to guess the sponsors or radio stars. Enter your guesses and mail the lower half of this card to your radio station. A photograph of your favorite Radio Star will be your reward (see below).

Station KGB at 8:00 P. M.

Thursday, February 1
Tuesday, February 6
Thursday, February 8
Tuesday, February 13
Thursday, February 15
Tuesday, February 20
Thursday, February 22
Tuesday, February 27

Fill in date of program you hear and your guesses of sponsors and stars identified.

(Reverse)

DATE ______________

1	
2	
3	
4	
5	

PRIZES Write in names of your favorite Radio Stars and we will obtain his or her photo for you.

My Name ______________
Address ______________
City ______________
Dealer ______________

OBTAINING PROSPECT LISTS—This shows both sides of the form used by San Diego radio dealers in its campaign over KGB to stimulate sales of new and replacement radios. The dealers, by the simple expedient of securing photographs of favorite radio stars for free distribution, thus built up a prospect list in addition to increasing sales 15 per cent at once.

Agency's Accounts Up 515% On Nets

J. Walter Thompson Reports Big Gains Since 1929

FURTHER evidence of the growing interest in broadcasting on the part of advertisers is provided in a report from the J. Walter Thompson Co., leading agency, which states that its accounts have increased their expenditures on the networks by 515 per cent between 1929 and 1933. This compares with an increase in all network business of 67 per cent during the same period.

The agency is handling more than two dozen network and station shows, as well as a number of spot announcement and transcription accounts.

On the NBC-WEAF network, J. Walter Thompson Co. handles Swift & Co. (Formay) "Garden Hour"; Standard Brands (Chase & Sanborn Coffee), Eddie Cantor and Rubinoff; Western Co. (Dr. West's toothpaste, etc.), "Frank Merriwell Adventures"; Standard Brands (Royal Gelatin), Jack Pearl as "Baron Munchausen"; Standard Brands (Fleishmann's Yeast), Rudy Vallee and guest stars; Kraft-Phenix Cheese Corp., Paul Whiteman's orchestra with Deems Taylor and Al Jolson; Johns Manville Corp., Floyd Gibbons, starts May 12.

On the CBS network, the agency handles Union Life Insurance Co., "Roses & Drums"; Cream of Wheat Co., "Patri's Drama of Childhood"; General Cigar Co., Burns & Allen, with Guy Lombardo's orchestra; Swift & Co. (hams, bacon, etc.), Olsen & Johnson.

On the NBC-WJZ network, the agency handles Standard Brands (Fleischmann's Yeast), Joe Penner with Ozzie Nelson's orchestra; Andrew Jergens Co. (Jergen's lotion), Walter Winchell; Lamont Corliss & Co. (Nestle's chocolate), Walter O'Keefe, Ethel Shutte and Bobby Dolan's band; Northam Warren Corp. (Cutex Nail Products), Phil Harris, Leah Ray and orchestra.

Station Accounts

ON THE New England Network is Swift & Co. (Formay), "The Happy Rambler"; and on the CBS-Don Lee Network is Shell Oil Co., "Shell Show." On the NBC-KGO network is Swift & Co. (Formay), Al Pearce's Gang.

In addition, the following individual station shows are handled by the agency: Langendorf United Bakeries, "Langendorf Pictorial," KGO and KFI; Northern Trust Co., "The Northerners," WMAQ; Kraft-Phenix Cheese Corp., Dr. Goudiss, "What to Eat and Why," WOR; Calsodent Company, "Mouth Health Talks" by Merley Sherris, WJZ; Elgin National Watch Co., time signals, WCFL; Western Co., weather reports, WBBM.

Among the agency's miscellaneous other accounts are: Hathaway Bakeries, Inc., one-minute announcements, six stations; Tested Products Laboratories (Placidin), one-minute announcements, three stations; Shell Petroleum Corp., one-minute announcements, various stations; Seeck & Kade, Inc. (Pertussin), foreign language announcements, 10 stations; Northam Warren Corp. (Diamond Nail Enamel), announcements in Los Angeles and San Francisco.

SELLING SHOES AT 7:30 A. M.

That's What Bob White's "Scrap-Book" Program Does For Coward Shoe Company in Boston

Q. Is 7:30 in the morning the right time to sell merchanise by radio?

A. (By Coward Shoe Company) Emphatically—Yes!

That sums up the experience of one sponsor with 7:30 a. m. time on WNAC, Boston, with Bob White's "Scrap-Book" as the attraction.

White approached WNAC officials four months ago with the proposition of putting his "Scrap-Book" program on the air six days a week as a sustaining feature in return for the advertising the book would receive. Listeners were invited to send in 50 cents for a copy of the "Scrap-Book," or $1 for two copies. As Bob explained, it's easier to mail a dollar than 50 cents, and you can give the other copy to someone in the hospital.

Mail Response Heavy

MAIL response from the start was heavy, and in the period it has been on the air the "Scrap-Book" has been one of the most consistent attractions for heavy mail on the station in several years, with an average of well over 500 letters a week. A month ago Bob brought out a new "Scrap-Book" selling for $1 a copy—and the mail was as heavy or heavier than before.

Meanwhile, the Coward Shoe Company had become interested. 7:30 a. m. was certainly not an inviting hour for commercial sponsorship, but in view of the impressive amount of mail, a test campaign was arranged. Results were more than satisfactory, and the sponsorship was extended.

The single Coward Shoe Store in Boston received a substantial increase in actual sales, directly traceable to the broadcasts because of the number of customers who mention Bob White when they are purchasing shoes. One woman said she had never worn a Coward shoe before in her life, but on the strength of Bob White's recommendation she purchased $51 worth for herself, her husband, and two children.

Personal Appearance

RECENTLY it was announced that White would spend a few hours in the store on a Thursday morning to autograph his "Scrap-Books." After the personal appearance he returned to the studios suffering from a bad case of writers' cramp and impressed with the loyalty of his followers.

"Pioneer sage of the air and friendly philosopher," as he is known, Bob White is one of the true veterans of radio, having been associated with the industry for 11 years. He started with a series of lectures on "The Romance of Linen," broadcast from the Savoy Hill studios of 2LO, London. Since then he has been manager or educational director of WMBC, Detroit; WJR, Detroit; WTAM, Cleveland, and WBEN, Buffalo. His program is one of simplicity and understanding and has a broad appeal.

Increased Trade Leads WBS to Add New Jobs Of Promotion, Publicity

AS A RESULT of the increased business handled by World Broadcasting System since it inaugurated the daily program service on March 12, and in consequence also of the generally augmented activity in the spot and transcription fields, WBS has created two new positions in its executive personnel and reorganized other parts of its office set-up.

John S. Cullom, formerly president of C. P. Clark, Inc., Nashville agency, has been appointed sales promotion manager, and Miss Nancy Frazer has been named publicity director. She held a similar post with KMOX, St. Louis.

James B. Post, who had been devoting part of his time to publicity and advertising, will now concentrate entirely on sales. Neal Weed, formerly with Lord & Thomas, New York, augments the personnel of the station relations department as assistant to S. R. Rintoul.

Two Medicine Spots

SEECK & KADE, Inc., New York (Pertussin) is using foreign language announcements on 10 stations in a special campaign handled by J. Walter Thompson Co., New York. The same agency is also handling spot announcements on three stations for Tested Products Laboratories (Placidin).

J. O. Maland Promoted To WOC-WHO Manager

Mr. Maland

PROMOTION of J. O. Maland, for the last three years sales manager of WOC-WHO, at Des Moines, to the position of manager, was announced April 11 by D. D. Palmer, vice president of the Central Broadcasting Co., operator of the Iowa 50-kw. outlet. One of the pioneers of the radio industry, Mr. Maland was the first radio dealer in southern Minnesota and northern Iowa, starting in 1922 in the little town of Frost, Minn., which boasted a population of only 250.

Later he became farm program director of WLAG (now WCCO, Minneapolis) and in 1923 he was made president of the Northwest Radio Trade Association. Then he became commercial manager of WLS, Chicago, whence he went to CBS as sales manager of its farm network. He formerly headquartered at WOC, Davenport, Ia., moving his offices to Des Moines when that station was consolidated with WHO.

THE SHELL CO. of Australia (oils) has undertaken sponsorship of the cricket matches between England and Australia, broadcast via 3UZ, Melbourne.

Associated Oil Co. Again To Broadcast Football Games on Pacific Coast

Mr. Deal

ASSOCIATED OIL Co., San Francisco, will again broadcast all important football games on the Pacific coast and all intersectional games in which west coast collegiate teams participate in the fall of 1934, according to announcement by Harold R. Deal, manager of advertising and sales promotion.

Decision to sponsor the play-by-play broadcasts again was prompted by overwhelming public demand represented by 355,672 signatures to the Associated All-Western Football Fan Honor Roll circulated over western territory.

"For the last several years the question of football broadcasting has been held in abeyance until just before the opening of the season," Mr. Deal said. "This year Associated started negotiations immediately after the close of last season in order to assure fans of the broadcasts.

"We feel that football broadcasting, in addition to its function as a public service, each year results in a vast increase in football interest which is inevitably reflected in an increase in game attendance and consequently an increase in western motoring. This increase in touring activity is an important contributing factor to business revival, having its effect on the prosperity of practically every class of western business."

Goodrich Offers Baseball

B. F. GOODRICH RUBBER Co., Akron (tires) has undertaken the spot sponsorship of major league games, offering local 15 minute broadcasts covering play-by-play resumes by local announcers of the game the local team played that day whether at home or on the road. Placed by Ruthrauff & Ryan, New York, among the stations getting the account are the five NBC outlets: WBZ, Boston; KDKA, Pittsburgh; WMAL, Washington; WTAM, Cleveland, and WENR, Chicago.

Heilmann Covers Tigers

THE FIRST commercial sponsorship of the home games of the Detroit Tigers, authorized to the White Star Refining Co., Detroit, will bring Harry Heilmann, the baseball veteran, to the microphone to announce the games as they are broadcast over seven Michigan Network stations, keyed from WXYZ, Detroit. The 77 home games, starting April 24, will be carried play-by-play. The account was placed by the Chicago office of Batten, Barton, Durstine & Osborn.

McGlashan Enters Politics

BEN S. McGLASHAN, youthful owner of KGFJ, Los Angeles, on March 31 announced his candidacy for state senator from Los Angeles. His platform calls for a business program with decreased overhead expense burden instead of increased taxes.

Radio Submerged at Capitol Hearings

Differences in Dill-Rayburn Bills May Block Passage; Splawn Endorses House Measure Before Committee

BULLETIN

The Senate Interstate Commerce Committee on April 13 ordered a favorable report on the revised Dill bill.

LARGELY overshadowed by the telephone and telegraph regulatory features, the broadcasting aspects of the Dill-Rayburn bills, while still somewhat controversial, have taken secondary place in the considerations being given by Senate and House committees to President Roosevelt's proposal for the creation of a Federal Communications Commission. As BROADCASTING went to press, the Senate Committee on Interstate Commerce was preparing the Dill bill (S. 3285) for report to the Senate while the House Committee on Interstate Commerce had opened hearings on the Rayburn bill (H. R. 8301). The House hearings were unexpectedly halted April 11 after two sessions, and Chairman Rayburn set April 18 as the tentative date for their resumption.

The wide divergencies between the measures, particularly Senator Dill's inclusion of considerable new legislation affecting broadcasting as well as other forms of communications, gave rise to doubt whether the legislation can be pushed through the present Congress. Both Senate and House leaders, however, are confident that a communications bill will be passed before adjournment, although some observers express the view that it may take another message from President Roosevelt to stimulate final action.

Favor New Commission

THERE is practically no dissent from the principle of establishing a communications commission to take over the present functions of the Radio Commission and the Interstate Commerce Commission. Witnesses from the big communications companies, as well as Chairman Sykes of the Radio Commission, favor such a move, and even Senator White (R.), of Maine, who opposes the Dill measure, has expressed agreement with the President's recommendations.

Details of the two bills rather than their main objective have given rise to the opposition, with some question prevailing whether the two houses can reconcile the Dill and Rayburn bills in time to get a law enacted.

While committees of both houses were considering their respective bills, a 331-page preliminary report on communications companies was submitted to Chairman Rayburn by Walter M. W. Splawn, former special counsel for the Rayburn committee on transportation and communications, who has since been appointed a member of the Interstate Commerce Commission.

MR. SPLAWN

Mr. Splawn recommended the enactment of the Rayburn bill, stating it will accomplish a codification of federal legislation regulating communications, transfer jurisdiction from several departments, boards and commissions to the new commission and postpone for further action after study and observation some of the more difficult and controversial subjects. If the new commission is set up, he stated, it should be provided with adequate funds, and he indicated that its inquiry into the broad field of communications should be underwritten with an appropriation of $500,000 to $1,000,000.

Splawn on Broadcasting

THE CORPORATE setups of the various communications companies are exhaustively treated in the Splawn report, with particular emphasis on the A. T. & T. Co., the scheme of holding companies generally and the problem of rates. Only 12 pages of the report are devoted to broadcasting, these being merely listings of NBC and CBS affiliated stations, listings of holdings by individuals or holding companies in two or more stations [see page 20] and listings of the directorates and executive salaries of the two big networks. Mr. Splawn indicated that a fuller report on broadcasting is in process of preparation.

The Dill bill was scheduled for final revision April 13. It establishes a five-man communications commission, each to receive $10,000 a year. It sets up two divisions, one to be known as the Radio Division, having jurisdiction over all radio services, and the other to be known as the Telegraph & Telephone Division, to have jurisdiction over all record and telephone communication by wire, radio or cable.

The Rayburn bill establishes a seven-man commission with three divisions, namely, Radio, Telegraph and Telephone. The chairman is to be a member of all three divisions, with two other commissioners assigned to each. Unlike the Dill bill, the Rayburn bill undertakes practically no new legislation affecting broadcasting beyond the setting up of the new machinery of control.

The pending draft of Senator Dill's bill, it is understood, retains the broadcasting zone system but does not require the appointment of commissioners by zones. It will eliminate his earlier proposal to duplicate stations on present clear channels every 2,200 miles, but it retains a provision for the addition of more 100-watt stations where the commission deems they are necessary and where they can be fitted into allocations. It provides for one-year licenses for broadcasting stations and three-year licenses for other services.

The Dill bill sets forth that a court decree of a license revocation under Section 15 of the Radio Act (which is Article 313 of the Dill bill) shall make it mandatory for the commission to refuse a license to such party. Revocation of license is discretionary instead of mandatory in all other cases. Senator Dill's bill also contains provisions requiring equal opportunity on the air for spokesmen of candidates of office as well as the candidates themselves; prohibits increases from regular rates for political broadcasts; bans lotteries; prohibits line links with foreign radio stations without permission of the commssion, aiming at Mexican border stations, and provides for suspensions of licenses instead of fines as penalties upon stations charged with violating regulations.

The bill also provides for appeals to federal district courts, rather than exclusively to the Court of Appeals of the District of Columbia, as now, in cases where the commission has ordered a revocation, modification or suspension of license. In such cases, injunctive relief may be sought in special district court sittings consisting of two district judges and one circuit judge.

Hearings on Rayburn Bill

HEARINGS on the Rayburn bill started April 10, with Secretary of Commerce Roper as the first witness. He favored the principle of the bill, and presented Dr. Irvin Stewart, State Department member of his Interdepartment Committee on Radio Communications, to give the House committee a section-by-section analysis. Dr. Stewart devoted much of his time to the Splawn report's findings, Mr. Splawn having also been a member of the Roper committee.

Most of the Rayburn hearings were to be devoted to telephone and telegraph communications, with witnesses from the big companies scheduled to appear. First after Dr. Stewart was Captain S. C. Hooper, director of Naval Communications, who advocated the Senate amendments dealing with alien ownership.

First to testify on the broadcasting phases was Judge Sykes, chairman of the Radio Commission, who endorsed the creation of a Federal Communications Commission, but suggested that the allocation of duties be to three divisions as follows: Radio Broadcast Division, with jurisdiction over all broad-

(*Continued on page* 42)

Station Revenues Lower in February

But Slight Decline Easily Explained by Short Month

DECLINING 2 per cent under January, non-network advertising during February amounted to $2,303,618 for all stations in the United States, according to the monthly NAB statistical service report issued April 12, as compiled by Dr. Herman Hettinger, economist of the University of Pennsylvania. The slight decline is probably accounted for by the shortness of the month.

National network revenues, amounting to $3,585,270 during February, were 36.4 per cent ahead of February of last year, while regional networks increased during the month slightly to reach a total of $54,932.

For broadcast advertising as a whole, February showed a slight decline as compared to January. Gross sales of time on all networks and stations amounted to $5,943,820, which was 4.1 per cent lower than the preceding month. It compared, however, with $33,470,300 in newspapers, $7,803,512 in national magazines and $464,621 in national farm papers.

Local Leads National

THE FEBRUARY figures showed increases in non-network time sales for stations in the classes between 250-1000 watts and 100 watts and under, the other classes accounting for the decline. Regionally, only the North Central area showed any increase over the preceding month, the other sections showing slight declines. Local business lead national spot.

By types of rendition, the non-network revenues of individual stations were as follows:

	February	
Type of Rendition	*National Spot*	*Local*
Electrical transcriptions	$433,887	$108,620
Live talent programs	445,624	617,842
Records	4,497	35,248
Spot announcements	195,650	462,250
Total	$1,079,658	$1,223,960

"Electrical transcription volume during February," states the NAB report, "continues to maintain its high level of the preceding month and was 17.3 per cent above the December figure. There was no appreciable difference in trend between national spot and local business of this type.

"In the live talent field, slight gains were also experienced. Live talent volume in February was 12 per cent above the December volume, and approximately $6,000 above January. In the case of business of this type increased local volume offset declines in the national spot field. Local live talent advertising increased 9.3 per cent as compared with January while national spot advertising dropped 5.2 per cent during the same period.

"Records continued to remain materially below the December level. Spot announcements continued their decline of recent months, total spot announcement volume during the current month standing at about two-thirds the December level. Total spot announcements decreased 7.4 per cent, national spot advertising dropped 14.3 per cent and local announcement volume 5.1 per cent."

Cubans Promoting 1000 Kw. Station

U. S. Broadcasters Are Invited To Invest in Venture

PROPOSING to erect "the world's largest, strongest and most powerful broadcasting station," to operate with 1,000,000 watts at Havana, a group of Cuban promoters who sign themselves "J. E. Mojarrieta and Associates," has circularized American broadcasters with an invitation to invest in the enterprise. The station, according to the mailed literature, would be called COD and would operate full time on 690 kc.

(The 690 kc. channel is a Canadian exclusive, at present assigned to CFRB, Toronto, with 10 kw., and CJCJ, Calgary, with 100 watts. On one side of it is the 50 kw. WLW, operating experimentally also with 500 kw. on 700 kc., and on the other side, on 680 kc., are KPO, San Francisco; WPTF, Raleigh, and KFEQ, St. Joseph, Mo.)

Plans Fall Opening

NOTHING is said in either the covering letter to U. S. radio interests or the "financial offering" enclosed about whether the Cuban government has authorized the station or the proposed wave length, although the attached rate card states the station is "now under proposed construction with operating expectancy Nov. 1, 1934, by authority of the Director of Radio Commission of the Republic of Cuba."

Would Create Interference

SUCH A GIANT station would, it is said, inevitably create interference with U. S. and probably with Canadian broadcasting, and some doubt was expressed whether the Cuban government would sanction a venture that so obviously has as its purpose covering territory far beyond the confines of the island republic.

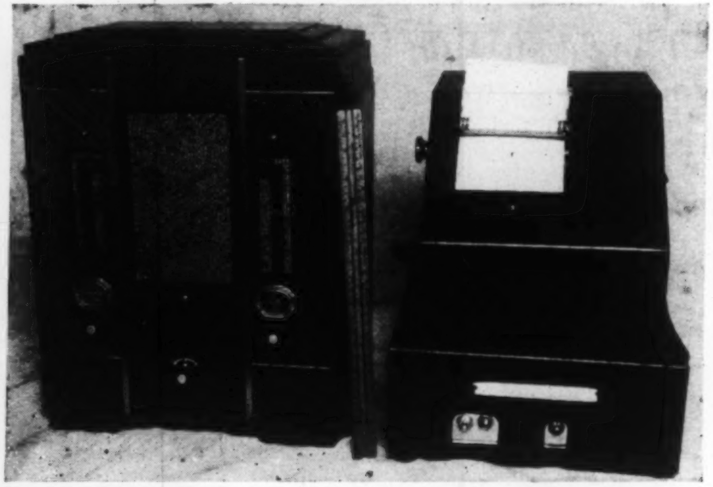
The "financial offering" states that a $500,000 direct lien bond issue is available as of March 15, 1934, with five-year maturity and offering 10 per cent interest annually. The money, it is stated, is needed to finish purchasing equipment and to install the station. Present owners, management and their associates have underwritten or invested half of the total estimated cost of $1,000,000, according to the literature.

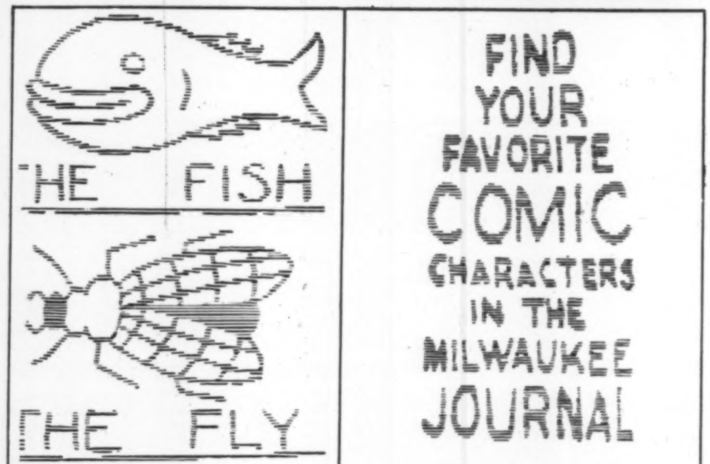
$1 Up Accepted

INVESTMENTS of $1 upwards are solicited. Net income and earning power, the literature adds, is based "on published, established and accept rates of COD, under which rates more than 50 per cent of entire full time has been contracted for, covering the next year's operations." An additional inducement of net profit-sharing certificates to go with the bonds is also offered.

The proposed rate card gives the mail address of COD as Apartado 152, Havana, with downtown address as Zulueta 24, Havana. Its rates would be $2,000 an hour, $1,200 a half hour and $700 a quarter hour, one time, scaling down to $1,200, $700 and $400 on 52-time contracts.

Newspaper Station Broadcasts Facsimiles




HE FISH
THE FLY
HE BEETLE
THE OWL
FIND YOUR FAVORITE COMIC CHARACTERS IN THE MILWAUKEE JOURNAL

RADIO FACSIMILES—Above is the radio pen reproducer demonstrated by John V. L. Hogan, inventor, standing beside a table model radio receiver from which it operates. The 1-foot rule shows the relative heights. Shown also are samples of comic strips received on this reproducer during demonstration April 9 of transmitting and receiving apparatus ordered by WTMJ, Milwaukee.

A DEMONSTRATION of a new high speed facsimile radio system was given April 9 at the St. Moritz Hotel, New York, before members of the Radio Commission, radio engineers and representatives of the New York and technical press.

The demonstration was presented by John V. L. Hogan, New York consulting engineer and inventor. It consisted of an hour's program during which a coordinated facsimile and sound program was received in the hotel from experimental stations W2XBR and W2XAR on the 1550 and 1594 kc. channels.

In a short talk before the presentation Mr. Hogan explained that the program was to be in the nature of a progress report.

Transmitting and receiving apparatus used in the demonstration were units completed for WTMJ, operated by the *Milwaukee Journal*.

Among those present were: Federal Radio Commissioners Thad H. Brown and James Hanley, Ex-commissioner O. H. Caldwell, now editor of *Electronics*; Walter J. Damm and Dan Gellerup of WTMJ; Lawrence Cockaday, of *Radio News*; Charles Horn, general en-engineer of NBC; Ed Cohan, technical director of CBS and some 20 other representatives of varied radio and press interests.

Grand Island Bills

IDENTICAL bills authorizing the purchase of additional land at Grand Island, Neb., where the Radio Commission's monitoring station is located, were introduced in the Senate and House early in April and referred to appropriate committees. The bills are S. 3277 and H. R. 8932.

Copeland Bill Due In Senate Shortly

FACED with continued opposition from various interests, including the objections of the NAB to certain of its provisions, the Tugwell-Copeland bill (S. 2800) was to be called up for action in the Senate by Senator Copeland momentarily as BROADCASTING went to press. With the increasing legislative jam in Congress, due to other more pressing legislation, the prospects of enactment of any food and drugs legislation at this session appeared to be fading.

Senator Copeland's break with Postmaster General James Farley, chairman of the Democratic National Committee, who may not support him for reelection, has thrown some doubt on whether the administration will urge the enactment of the bill or await the next session of Congress. Without administration support, it is conceded, the bill has very small chance of passage, although the Food and Drugs Administration, while lukewarm toward the measure as now written, is favoring it rather than no legislation at all.

In addition, there is no companion bill as yet reported in the House, nor have hearings on the various measures introduced there been held. This also contributes to the growing conviction that foods and drugs legislation is dead for this session, especially with leaders hopeful of adjournment by May 15. Although not opposed to the bill in principle, the NAB wants certain of its features changed in the interests of broadcast advertising. These were fully discussed in the April 1 issue of BROADCASTING.

ERPI Planning Service For WBS Disk Clients

G. W. DAVIS, of the broadcasting department of Electrical Research Products, Inc., New York, left April 2 on a tour of stations having Western Electric turntable equipment. His purpose is to ascertain how the equipment is functioning with the idea of providing service for the stations subscribing to the new World Broadcasting System sustaining transcriptions. About 40 more stations have been equipped with W. E. turntables since the WBS service was offered, according to Mr. Davis. His tour will take him to all parts of the country, over a period of three to four months.

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77 Get Simmons Disks

THE SIMMONS Co., Chicago (Simmons beds and mattresses) has contracted with World Broadcasting System for a series of six 15-minute transcriptions featuring Amelia Earhart, Mrs. Paul Whiteman, Mrs. Lowell Thomas, Lady Hubert Wilkins, Kathryn Doughert and Edna Woolman Chase, using 77 stations.

World Radio Population Over 176,000,000

By A. R. BURROWS
Secretary-General, International Broadcasting Union
Geneva, Switzerland

Despite Depression, 1933 Added 16,000,000 Listeners; U. S. Still Has Largest Number of Set Owners

BROADCASTING, though still only a little more than a decade old, is rapidly encircling the globe and building up a world audience. Figures compiled by the International Broadcasting Union at Geneva are not so startling in the total number of radio listeners as in the evidence of growth even in the height of a universal depression. Yet the saturation point is still far ahead, insuring a steady and profitable market for radio manufacturers and an ever increasing audience for the broadcasters.

THE INTERNATIONAL Broadcasting Office at Geneva publishes each spring, usually towards the end of March, a diagram showing the growth in the previous year of the number of potential listeners to the world's broadcast programs. The diagram is based generally on official figures and, where these are not available, on estimates from responsible sources.

The diagram just completed, which shows the state of affairs three months ago, should give cheer to broadcasters throughout the world. It indicates that in a year (the last we hope) of universal economic depression, the world's audience of unseen listeners increased, by at least 16 million persons, to a conservative total of 176 millions.

Figures by Continents

OF RECEIVING sets in use on Dec. 31, 1933, there were approximately 45 million as against about 40 million at the end of 1932, but included amongst this number are 950,000 sets installed in autos in the United States which have not been taken into account when estimating potential listeners—it having been assumed that these sets are generally speaking owned by persons who have other receivers in the home.

The global figures by continents are:

North and South America	20,950,000
Europe (not including Russia)	17,850,000
Asia	1,750,000
Australasia	630,000
Africa	93,000

To these tabulations must be added certain approximations based on 1932 reports but for which no later data exist, these being:

Russia	2,500,000
Spain (unregistered)	450,000
Brazil (unregistered)	150,000
Cuba (unregistered)	300,000
Other countries (unregistered)	400,000
Together they make a grand total of	45,073,000

Large Gains in 1933

THE FIGURES for the European zone (which now includes Ireland and all countries of the Mediterranean basin) can be given with a certainty that they are not an overestimate. They are taken, with but few exceptions, from official returns of the number of licenses issued to homes against the annual payment for the right to possess a receiver. These figures show that in 26 countries, which at the end of 1932 possessed 14½ million sets or approximately 58 million listeners, the numbers rose during 1933 to 16½ million receiving sets or 66 million listeners. Russia and France are not included. France, about which hitherto it has been only possible to give a vague estimate (through the absence of a license system or any other useful basis for calculation), joined the majority of European countries in July, last, in the adopting of a license system. By Dec. 31 some 1,370,000 French homes had taken out licenses and had contributed 65 million francs to the broadcasting expenses for the current year. Portugal also introduced a licensing system right at the end of the year.

Russia has not sent an estimate of the number of receiving sets in existence in that country in December, 1933. We have consequently repeated the official estimate of 2,500,000 receiving sets at the end of 1932, which is probably well below the count today.

The French and Russian figures, multiplied by four (to give approximate listeners) and added to the 66 millions already quoted for Europe, suggest a total European audience at the end of 1933 of 81½ million persons. Allowing for nonregistered sets, notably in Spain, and the fact that community listening is common practice in Russia, we can reasonably think of Europe's present radio population in terms of 85 millions.

World Census of Radios

(Compiled from official government statistics and other sources Union International de Radiodiffusion, Geneva, Switzerland. Corrected to Dec. 31, 1933)

Country	*No. of Radios*	*Radios Per 1000 Persons*	*Country*	*No. of Radios*	*Radios Per 1000 Persons*
		EUROPE			
Germany	5,052,607	77.4	Iceland	8,030	72.0
Austria	507,479	75.5	Italy	365,000	8.6
Belgium	465,791	57.1	Latvia	50,808	26.2
Bulgaria	7,736	1.3	Lithuania	17,305	7.1
Denmark	532,992	150.1	Norway	137,968	48.5
Danzig	20,909	51.3	Netherlands	648,275	79.8
Spain *	154,662	7.7	Poland	311,287	9.75
Esthonia	14,758	13.3	Portugal	16,093	2.5
Finland	121,014	32.8	Roumania	100,000	5.55
France	1,367,715	33.1	Sweden	666,368	108.1
Great Britain	5,973,759	133.4	Switzerland	300,051	73.5
Greece	3,318	0.53	Czecho-Slovakia	573,109	38.8
Hungary	328,179	37.6	Russia *	2,385,000	14.7
Irish Free State	45,008	15.1	Yugo-Slavia	58,896	4.1
		AFRICA			
Algeria	9,249	1.5	Kenya Colony	591	0.19
Madagascar	201	0.06	Tunis	4,192	1.74
Morocco	11,218	2.2	Un. of S. Africa	67,160	36.7
		AMERICA			
Argentine	450,000	37.5	Cuba †	300,000	75.7
Brazil †	6,033	0.15	Guatemala	1,488	0.7
Canada †	761,288	73.5	Mexico *	800,000	48.3
United States *	18,925,000	147.9			
		ASIA			
Ceylon	1,665	0.3	Palestine	2,500	2.4
Hongkong	3,278	3.9	Phillipine Islands	15,693	1.1
India	10,914	0.004	Siam	19,894	1.6
Dutch E. Indies	8,580	0.14	Singapore	826	0.3
F'ch. Indo China	836	0.04	Syria	785	0.3
Emp. of Japan	1,681,162	18.0	Turkey	5,404	0.4
		OCEANIA			
Australia	518,628	78.1	New Zealand	112,581	70.3

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* Unofficial estimates; figures for U. S. are based on recent surveys; those for other countries indicated are not registered at Geneva, but are best available estimates.

† Latest available figures, some being for 1932.

Saturation Point Far Off

BEFORE leaving Europe it may be interesting to examine some of the official license figures.

Great Britain still holds the lead in actual numbers. The number of licensed sets rose there in 1933 by 710,800 to just short of six millions (5,973,759). This means possibly 24 million listeners in a total population of round about 45 millions. Although the increase in 1933 is 180,000 short of the increase in 1932, the saturation point is by no means reached. Roughly, 218,000 new licenses were issued in January and February of this year.

Germany had the second largest number of listeners at the end of 1933. Her total of licensed receiving sets was 5,052,607, towards which 528,000 were contributed in the last three months of the year. Here again, well over 310,000 licenses were added to this total in January and February, 1934.

The greatest percentage of listeners in relation to population in Europe continues to exist in Denmark, where 532,992 receiving sets were licensed last year amongst a total population of 3,550,000. This means about three sets to each five homes.

U. S. Still Way Ahead

THE UNITED STATES of America unquestionably continues to possess the largest "radio population" of any country. The figures which we have taken for our estimate are the mean between two sets received from reliable sources. We estimate the existence in the United States of 17,950,000 sets in homes and 950,000 in automboiles. It is gratifying to keen watchers at a distance to note that the people of the United States have not allowed other serious preoccupations to interfere with a growing recognition of the importance of radio in modern social life.

The largest number of licensed receiving sets outside Europe is still to be found in Japan, where the figures mounted steadily during 1933 to 1,681,162. The increase is continuing in 1934 at an average until now of 7,222 per week against 6,150 per week last year.

The next biggest "radio populations" are to be found in Mexico (approximately 800,000 receiving sets) and in Canada. The Canadian figures at the end of the year (March 31, 1934) are not yet available; we have used those for March 31, 1933, which were 761,-

(*Continued on page* 20)

Six 1500-1600 Kc. Applicants Heard by Commission en Banc

Claim Majority of Sets Can Tune in New Waves; Research and Listener Promotion Promised

THE CASES for six applicants seeking to occupy the three wave lengths between 1,500 and 1,600 kilocycles, recently opened up by the Radio Commission for experimental broadcast transmissions on 20-kc. channels, were presented by their witnesses and lawyers to the Commission sitting en banc April 4 and 5. The seventh applicant, Robert L. Burch, of Salem, Ore., seeking 1,530 kc., has secured a postponement and will be heard probably on April 25.

The three channels made available under the Commission's order of Dec. 19, 1933, are 1,530, 1,550 and 1,570 kc., and the Commission has decreed that 6-month licenses for experimental operation with not more than 1 kw. power will be authorized (1) if the operation shall be supervised and conducted by qualified engineers following out a definite program of research; (2) if the research program includes the study of antenna design, field intensity surveys and listener response, and (3) if the transmitter and all studios are equipped so as to be capable of at least 10 kc. audio frequency transmission.

List of Applicants

APPLICANTS heard April 4 and 5 were:

United School, of Christianity, Kansas City, seeking 1,530 kc., 1 kw.

American-Republican, Inc., Waterbury, Conn., seeking 1,530 kc., 1 kw.

First National Television, Inc., Kansas City, seeking 1,530 kc., 1 kw.

John V. L. Hogan, Long Island City, N. Y., seeking 1550 kc., 1 kw.

Pioneer Mercantile Co., Bakersfield, Cal., seeking 1,550 kc., 1 kw.

Fred W. Christian, Jr., and Raleigh W. Whiston, Los Angeles, seeking 1,570 kc., 1 kw.

The hearings developed varying estimates as to the number of radio sets now in use that can already tune in the 1,500-1,600 band. These estimates ranged from 50 to 70 per cent. All of the applicants were in agreement that the introduction of new broadcasting stations on those wave lengths would shortly develop audiences thereon, and all agreed to conduct programs of research not only to develop the new frequencies but to develop public interest in them. The Commission will permit sponsored programs on the new waves, but has stipulated that "the conduct of experiments should not depend only upon sponsors as a means of defraying the cost of the experiments."

WOQ Explains Position

FIRST to present its case was the Unity School of Christianity, now operating WQQ in Kansas City. Carl Frangkiser, WOQ manager, told the Commission his organization wanted to be prepared to remain on the air in the event the Court of Appeals should decide against its appeal from the Commission's decision of last year denying WOQ a license renewal and ordering its time turned over to KFH, Wichita.

The school, Mr. Frangkiser testified, has assets of $1,696,000 and liabilities of $728,000. Its revenues are derived largely from the sale of its periodicals and the operation of a cafeteria, plus voluntary subscriptions. WOQ has no revenues, and is operated at a cost of $2,500 to $3,000 monthly, he said.

If granted the 1,530 kc. channel, the present transmitter, now on 1,300 kc., would be used by modifying its modulator and amplifier, and if this is not feasible, new equipment will be purchased, according to Harry Winchell, WOQ chief engineer. It was estimated that 50 per cent of the receiving sets in the Kansas City area could tune in 1,530 kc.

Newspaper Sees Possibilities

WILLIAM J. PAPE, publisher of the *Waterbury Republican-American*, which once operated WICC, now at Bridgeport, said his newspaper was eager to get into radio, and foresaw real possibilities in the new band, especially in view of the increasing use of all-wave sets. There is plenty of talent available in Waterbury, he said, and already various local business firms have volunteered to present sponsored programs if the station is secured. He said the newspaper simply wants the station to be self-supporting.

Mr. Pape declared he was willing to spend $20,000 to $25,000 immediately on the experiment and to use the newspaper to popularize the new frequency, which he said many modern sets can already tune in. He predicted a stimulus to the sale of new and replacement sets, and thus to local business, if the station is authorized.

T. A. M. Craven, Washington consulting engineer, testifying in support of Mr. Pape's application, said that new RCA Victor transmitter equipment capable of 30 to 10,000 cycle range for high quality transmission would be secured, together with special microphones, transmission lines and antennas designed for wide band transmission. He predicted that the broadcast band will have to be widened even further in years to come and said the opening of the 1,500-1,600 kc. band was a step in the right direction. He testified that it is possible to secure better primary coverage in this band than has heretofore been thought possible.

Schools Plan Experiments

FOR FIRST NATIONAL Television, a Kansas City school with 100 resident students in radio and television and 500 extension students, G. L. Taylor, vice president and former technical assistant to Sam Pickard, now CBS vice president and former radio commissioner, testified that $25,000 has been set aside to purchase equipment, install it and operate a 1,530 kc. transmitter for three months.

A site just south of Kansas City has already been secured for the station, he said, and it is proposed to erect one 350-foot steel tower and four 90-foot wooden poles for an elaborate antenna system with which to conduct experiments. The general opinion, he said, prevails that the frequencies between 1,400-1,600 kc. are not useful outside of primary area, but his company proposes to go further and prove their utility. Its students will be used as field observers, and elaborate tests will be conducted with at least 30 types of receivers by setting up artificial interference.

Mr. Taylor estimated that 70 per cent of the sets in use in Kansas City can already tune in 1,530 kc., all sets sold during the last two years being capable of tuning that high. Studios, he said, will be established in the Kansas City Power & Light Bldg., and a staff of seven will provide programs. The station, he added, will be operated in conjunction with W9XAL, the school's television station, which is now on the air three half hours daily.

Hogan Explains Proposal

WHEN counsel for the Unity School, rival local applicant for 1,530 kc., raised objections that the television school was "trying to get into radio by the back door," and declared First National Television was already in radio through its affiliation with KMBC, Chairman Sykes ruled that the Commission was interested only in the technical and financial qualifications of the applicants and its proposed program of research.

Fourth applicant to be heard was John V. L. Hogan, the noted radio engineer and inventor, who proposes to establish his experimental station in conjunction with his television and facsimile laboratories and stations at Long Island City. Mr. Hogan, seeking the 1,550 kc. channel, testified that his present net worth was "in excess of $100,000" and that he is willing

(*Continued on page* 40)

HELLO, ALASKA!

KNX Used to Inform Trappers of Trader's Approach

KNX, HOLLYWOOD, reports something new in the way of a 13-week contract.

Charles Goldstien, a fur trader who makes his headquarters in Juneau, Alaska, starts out in the spring via airplane to pick up the winter's catch from trappers. But the itinerary is subject to change because of weather conditions and the varying amount of time spent in each spot.

So he has started to use KNX to broadcast up in Alaska. The station will spot the announcement at 9:15 p. m., PST, immediately following the news broadcast. The message will merely state that "Charles Goldstein, fur trader, will visit the Kuskokwin River area, the Kotzebue country" or some other area at such and such a time.

His customers of many years standing will hear the broadcast and will have their winter's fur supply ready for his arrival.

$400 Over Radio Sells Autos Worth $30,000 at Show

Store Holds Style Displays At Exhibit of Cars

By SIDNEY H. BLISS

Manager, WCLO, Janesville, Wis.

Mr. Bliss

THEY SAID it couldn't be done. The automobile dealers themselves even ridiculed the idea and hoped our efforts would be unsuccessful. They said: "Automobile shows had been staged back in the pre-depression days by dealers themselves, men who really knew how, and they had all been unsuccessful from the stand-point of sales and bona fide prospects."

And now we had the rank affrontery not only to propose an automobile show but to invite other merchants to participate.

The dealers had to be seen individually, there being no active dealer organization in Janesville. Two out of 12 favored the idea.

One took it upon himself to call each of the others. We stirred up feeling among the other dealers and things began to look good.

Department Store Signs Up

THEN WE went to the merchants, for participation in an elaborate style show and display booths. They were lukewarm. We called a meeting. Eighteen promised to be there. Two showed up. One of these was the largest department store in town. It liked the idea, decided to go in. The department store agreed to sponsor the style show with only a beauty parlor, jewelry store and two tailors modeling men's fashions being the only other collaboraters. They insisted on the dates March 14-16 so they could make a play for Easter business. This was just three weeks off.

Seven automobile dealers were finally brought into the fold with reservations for 20 cars. Chevrolet and Ford arranged for special exhibits. Fisher Body had an interesting booth display and the Rock River Woolen Mills of Janesville, manufacturers of suiting material and automobile upholstery, had a display showing the various steps in the manufacture of these products. Several other merchants and manufacturers had booth displays.

Appropriation of $600

AN ADVERTISING appropriation of approximately $600 was planned —$400 for radio over WCLO and $200 for the *Janesville Gazette*, which owns and operates the station, and for the newspapers in near-by towns. Radio announcements started 10 days before the show. Front page newspaper stories appeared six days prior to the opening and continued daily through the show.

A ballyhoo stunt that created a good deal of interest was a 12-foot radio tower erected in the center of the auditorium from which the WCLO radio reporter broadcast five quarter-hour periods daily.

(*Continued on page* 38)

Gasoline Marketer Sells Via Radio

Dealers Publicized on Program Get Immediate Results; Merchandising Methods Help Maintain Interest

By G. GORDON HERTSLET
Vice President
Anfenger Advertising Agency,
St. Louis

Mr. Hertslet

MILTON OIL Co., with headquarters in Sedalia, Mo., is the largest independent petroleum marketer in the middle west, serving southern Illinois and northern Missouri. When Harry E. Milton, general manager, embarked on an advertising campaign this spring, KMOX, St. Louis, was selected.

Being faced with the necessity of competing in an advertising way with the larger appropriations of the major oil companies, it was necessary to develop a type of advertising strategy that would enable the Milton Oil Co. to make a definite impression.

Advertising Plan

THE METHOD used was to combine on the radio program selling talks on Dixcel scientifically lubricated gasoline with specific human interest stories written around actual experiences of Dixcel dealers. Sunday at 6:15 p. m. was selected as the broadcast period. The program dramatized news events of the week.

This plan, which is also followed in the Dixcel gasoline newspaper advertising, was announced to all interested dealers at a mass meeting held in the KMOX auditorium. Representative samples of poster, street car and newspaper advertising were prominently displayed on the stage.

The novelty of having the sales meeting in the radio station itself resulted in a larger turnout than at any other previous meeting of a similar nature. There is no doubt that the addition of radio to the media previously used generated a new interest in the company's advertising plans.

Although the type of program selected for the Milton Oil Co. was an electrical transcription, this did not prevent the company from auditioning a typical program built around the transcription at the sales meeting.

Merchandising Methods

A VERY complete plan for merchandising the radio campaign was developed by the Anfenger agency with the cooperation of KMOX. The station, before the first broadcast, sent out a letter to all dealers in the company's territory announcing the radio program. Each week a post card outlining the features to be dramatized on the coming week's transcription is mailed out and maintains the dealers' interest.

A colorful sign was designed for posting at all stations and a special two-color leaflet, calling attention to the program, was prepared for distribution at stations. A small ad is run every Sunday in both St. Louis papers to advertise the program, and the Sunday radio program is mentioned in the newspaper advertisements which appear every Tuesday and Friday in the *Post-Dispatch*.

DIXCEL
GASOLI
Starts Quicker!

DEALERS MEET AT STATION—Officials and district managers of the Milton Oil Co. hold meetings in the auditorium of KMOX to stimulate interest in their spring advertising campaign, bulwarked by the "News Parade" program, dramatizations of the week's news, heard over that station Sunday evenings.

Dealers in the St. Louis territory whose names have been mentioned on the radio report a great increase in sales immediately following the broadcast. One dealer reported as high as a 300 per cent increase for the two days following and stated that a large portion of the new customers were retained. Other dealers who are scheduled to be featured on these programs later in the campaign listen to the program with great interest and eagerly await the time when their own message will be put on the air.

Tour Reveals Wide Interest

C. M. E. REEVES, vice president of the company, recently returned from a two weeks' tour within a 200-mile radius of St. Louis. He found among service station men a great deal of interest in the program. In territories outside the present distribution of the Milton Oil Co. he learned that the radio program had created a valuable prestige for the company and an immediate acceptance for Dixcel Scientifically Lubricated Gasoline. Several dealers voluntarily asked to handle this product as soon as the Milton Oil Co. could erect the necessary bulk plants.

As the newspapers used in this campaign do not penetrate into this area to any appreciable extent, the credit for creating an acceptance for Dixcel gasoline must be credited to the radio alone. All dealers were interested in the new angle of gasoline advertising—featuring individual dealers rather than the trade name of the company's gasoline brand. It is Mr. Reeves' opinion following his trip that radio advertising for smaller oil companies is the most inexpensive way of carrying their message over a wide area.

Inspect 500 Kw. Plant

AN INSPECTION tour of the new 500 kw. transmitting plant of WLW near Mason, O., was conducted March 30 and 31 by Joseph A. Chambers, WLW chief engineer, and officials of the RCA Victor Co., who installed the station. Included in the party were V. Ford Greaves, assistant chief engineer of the Radio Commission; C. W. Horn, general engineer of NBC; E. K. Cohan, technical director of CBS; Frank Falknor, chief engineer, WBBM, Chicago; Carl Meyers, chief engineer, WGN, Chicago; William West, manager, KSD, St. Louis; I. R. Baker and L. F. Jones, RCA Victor Co., Camden, N. J.; Ted Smith, RCA Victor Co., New York, and Harold Vance, RCA Victor Co., Chicago.

Skelly Extends Series

SKELLY OIL Co., Tulsa, Okla., has renewed its "Air Adventures of Jimmy Allen" transcription serial for 65 times on nine stations. The 15-minute programs are carried five nights weekly. Russell C. Comer Advertising Co., Kansas City, handles the account, and recordings are by World Broadcasting System.

Cost System Planned

A UNIFORM system of cost accounting for the broadcasting industry, made necessary by the broadcasting code, is being devised by the NAB cost accounting committee, according to its chairman, H. K. Carpenter, WPTF, Raleigh. A questionnaire will be sent to NAB members as the basis for the system.

Full Time Is Asked For 500 Kw. WLW

700 Hours of Tests Prove Super Power Feasible

SEVEN HUNDRED hours of experimental operation of the new 500 kw. transmitter of WLW, Cincinnati, including 10 days of full time day and night operation, have convinced the sponsors of the project that it is entirely feasible both from the economic and technical standpoint. Formal application for continued experimental operation on a full time basis has been made to the Radio Commission.

The total number of hours the new transmitter has been on the air, according to Joseph A. Chambers, WLW chief engineer and builder of the 500 kw. plant, is the equivalent of one month of full time operation. Only 205 hours of 500 kw. broadcasting, he said, have been after 1 a. m.

Without a Peer

"THE FIELD strength surveys," Mr. Chambers reported, "show the expected 320 per cent average increase over the field strength measured with 50 kw. operation. It shows a field strength of approximately 5.5 volts at one mile from the antenna. It shows a field strength of between .5 and 2 millivolts, depending on topography and direction from transmitter, at 200 miles. It shows night time field strength between 3 millivolts and 7 millivolts per meter at all distances from 200 to 600 miles. The daytime field strength at 600 miles averages about 75 microvolts per meter.

"The technical characteristics show the transmitter to have superior quality and operating characteristics. It is felt that no broadcasting station in the country can approach it. It will meet all the requirements set up for high fidelity broadcasting. The frequency characteristics is flat (1.5 DB) from 30 to 10,000 cycles and the audio and radio harmonics are within the most rigid requirements established for high grade broadcasting."

Listeners All Over U. S.

FAN MAIL, Mr. Chambers said, has been received from all parts of the United States. "Almost without exception," he added, "the reports have been highly enthusiastic. These have indicated that service as rendered by the station is a very definite improvemnt and much desired by listeners.

"There have been less than 10 bona fide complaints during the whole period of operation. Most of these came from the vicinity near the transmitter, and most of them were found to be due to poor receiver installation."

The chief item of added cost in operating with 500 kw., as proved by the tests, is power. According to Mr. Chambers, the power bill ran about eight times that of normal 50 kw. operation. WLW is now back on its regular 50 kw. power, pending action of the Radio Commission.

GLADYS MILLER MACKEY, wife of Joseph Mackey of the announcing staff of WRVA, Richmond, Va., died recently in Richmond.

Mexican Orchestra Plays 432 Weeks For Chili Account

Public Given Program Choice And Sandwich Spread

By V. M. WALLACE
V. P., Tracy-Locke-Dawson, Inc.,
Advertising, Dallas, Tex.

FOUR HUNDRED and thirty-two consecutive weekly radio broadcasts over the same station is a record (perhaps a world's record) which the Gebhardt Chili Powder Co., San Antonio, Tex., has set up during the last eight years and some odd weeks on WOAI.

A small Mexican orchestra, a distinctive master of ceremonies, an occasional vocalist and a few commercial announcements have been the basis of the program. Mexican music and Mexican foods had a direct affinity and so the program has continued month after month—year after year—to delight an increasing number of listeners.

Public Asked to Decide

THEN CAME the time when agency and client decided to broaden the radio marketing influence to include WFAA, Dallas, and KPRC, Houston. The question then arose as to whether the type of program had better be changed to include snappy American music with a little Mexican atmosphere. Neither agency nor client could answer the question with certainty which would permit the "go ahead."

Said G. G. Geyer, president of Gebhardt's: "I'm absolutely open-minded. We want a program the public will enjoy listening to whether it be Mexican—American or both. We feel that it should be Mexican because ours is a product of Mexican foods. However, we try to please the public with our Mexican dishes—why not try to please them with our radio?"

"Thanks," said the agency, "the idea you've submitted is most excellent. Let's let the public decide what they want to listen to. Let's put on two half-hour programs on the same evening over this network and invite the public to choose which program it likes best. Let's have a public audition."

"Great," says Mr. Geyer, "the idea appeals to me. Let's go a step further. Let's offer a free full-sized can of Gebhardt's Deviled Sandwich Spread and our new recipe book as a good will offering to those who take the time to write in and express a preference."

Mexican Program Wins

PRECEDED by radio plugs over the various stations and newspaper advertisements on the radio pages, the public "over the air" audition of two different types of radio programs was presented.

In the San Antonio studios of WOAI, a 20-piece all-Mexican orchestra awaited the signal of the baton of Maestro Emilio Caceres to start a 30-minute program of romantic music. Then there was Conchita, Mexican soprano; the two Caballeros and Senor Eduardo Martinez as master of ceremonies.

In Dallas, exactly 15 minutes after the Gebhardt's Club Aguila program went off the air, a 20-piece modern American orchestra, with special musical arrangements, another lyric soprano, and a diversity of other American talent began a 30-minute program.

What were the results? Suffice to say, thousands of cans of Gebhardt's Deviled Sandwich Spread went into thousands of homes during the next week, and each Monday night at 9:30 p. m., radio fans of the southwest tune in on a Mexican musical program from Gebhardt's Club Aguila at San Antonio. We are now working on a plan to extend to quite a number of other stations.

DRAMA CRITICISM ON THE AIR

Philadelphia Critic Finds Players Stage Parties After Opening and Tune in on Review

By POWERS GOURAUD
WCAU, Philadelphia

RADIO DRAMATIC criticism has its humorous side—also on occasions a tragic angle. It has become quite the vogue in Philadelphia lately for members of a dramatic company, after an opening night, to give a radio party and listen to my ether reviews. Sometimes, of course it leads to embarrassing situations. One night for example, it was my painful duty to give a particular play a very severe verbal chastisement. Later in the evening I met one of the cast and asked him how my comments had been received by his coworkers. He answered that the thespian listeners stood the roast very well, with the exception of the leading lady, who fainted.

Another time I hammered a certain play more than the players. The husband of the woman who perpetrated this particular atrocity gave a large after-theatre party to his friends, including the newspaper critics, the producer and the director. He called on me the next day—very angry—and said I had made him look ridiculous in front of his guests. He charged that I had ridiculed his wife, and bet me a new hat that I was wrong—that his wife's brainchild would thrive on Broadway and run in New York for six months. I won the Stetson by a wide margin. Milady's masterpiece expired after three performances.

Thrills of the Trade

HOWEVER, to err is human, and I must acknowledge that I made one pretty bad guess last season. I hailed a drama as a hit, predicted a long run and raved plenty. This prognostication was very much all wrong, and the play went straight from Philadelphia to the storehouse.

Frequently, radio reviewing of first nights is a happy occasion. As when one rushes to the studio after an opening that looks like sure-fire—"a natural," as we say in the parlance of show business. It didn't take much imagination to foresee the box office possibilities of "As Thousands Cheer," "Pursuit of Happiness," "No More Ladies" or "Dodsworth." All of them opened this season in Philadelphia. On such occasions, lover of the theater that I am, it gives me a great kick to be able to tell my listeners the good news, and hail another hit. For the so-so, or in-betweeners, lukewarm praise goes over the air, but I do always try and make allowances for opening performances.

I try to visualize potential successes, and I do my best to give the producers an even break, without misleading the public. There is no doubt that playgoers like radio theatrical reviews, and performers themselves, who in the old days used to sit up for the morning papers, can now go to bed with a rough idea as to whether their latest show is going to "click" or "flop."

A RADIO CRITIC—At left is Powers Gouraud, who does dramatic criticisms over WCAU immediately after performances; at the right is George M. Cohan, the noted actor-playwright.

Four N. Y. Stations Plan Fight on Deletion Report

FOUR metropolitan New York stations, sharing the 1,400 kc. frequency, will wage a vigorous fight before the Radio Commission, sitting en banc, when it hears final arguments on their exceptions to Examiner Walker's report recommending that all be denied renewals of licenses. The hearing is scheduled for May 23 in Washington, and the stations defending themselves are WLTH, WARD, WBBC and WVFW.

Examiner Walker's report came after hearings at which WARD and WVFW asked for full time, while WBBC and WLTH sought three-quarters time, each asking for all or part of the facilities of the others. The volumes of testimony in the case weighed 43½ pounds, believed to be a record for any broadcasting case before the Commission.

The Commission, in the meantime, has indicated that it will await disposal of the four-station case before considering the three pending applications for full time on 1,400 kc. The applicants are the *Brooklyn Eagle*, WEVD, New York, and the American Radio Productions Co., New York. The latter comprises J. Kane and Ralph Steinberg, 101 Park Ave., and E. Lautenstein, 7 W. 81st St. On April 11 Arde Bulova and Norman K. Winston also filed an application for a new station on 1400 kc. with 1 kw.

TWO RADIO stations in recent months have had the distinction of having the roads leading past their transmitters named for them. Past WBT, Charlotte, N. C., runs the "WBT Highway" and past KSL, Salt Lake City, runs the "KSL Highway."

NBC to Cut Time Used For Station Identification

BEGINNING June 1, the National Broadcasting Company will reduce the time consumed by station breaks from 20 to 10 seconds. Efficiency in network operations has increased to the point where it is believed that the time can be halved without increasing the risk of switching trouble, and the advantage to both the sponsors and the listening public will be appreciable, since the former will gain the added time and the waiting period for the audience will be reduced.

The words "National Broadcasting Company" will be given at the hour, quarter or half, as the case may be, and will be immediately followed by the chimes, station identification to be made in the nine seconds between the chimes and the beginning of the succeeding program.

Carolina Mills Display Interest in Use of Radio

WILLIAM A. SCHUDT, Jr., general manager, and Dewey Long, of the commercial department of WBT, Charlotte, N. C., having just completed a survey of the larger mills and manufacturing plants in the Carolinas, report that, for the first time, such businesses are actually interested in radio.

The interest results principally from the phenominal success made by Threads, Inc., Gastonia, N. C., makers of Mother's Thread, which increased its market 100 per cent with WBT programs as the sole means of advertising.

Carrying Horse Races

FOR THE FIRST TIME in California, horse races are being broadcast. KTAB, Oakland, is on the air each racing day with descriptions of the feature events being broadcast from the Tanforan track by George Schilling, veteran turf authority, and with the Lloyd K. Hillman Co., San Francisco auto finance company, sponsoring the periods. Each racing night Schilling is on from the KTAB studios with a quarter hour's commentary on racing all over the country, the Tanforan track sponsoring these periods. KTAB has found it difficult to get newspaper publicity on the broadcasts, most dailies regarding such a feature as in competition to their own sports sections.

Rotary Buys Time

THE ENTIRE Don Lee-California network of eight stations was engaged by the Rotary Club of Fresno, Calif., for the one-time sponsorship of a special 15-minute program the evening of April 10. Program originated in KMJ, Fresno, and KHJ, Los Angeles. It was arranged through the *Fresno Bee*, one of the chain of McClatchy newspapers, which also operate several California radio stations.

JIMMY DURANTE on April 22 takes Eddie Cantor's place on Chase & Sanborn's NBC-WEAF "Maxwell House Coffee Hour," Cantor taking his annual summer leave.

Economic Factor in Quota Allocation

Davis Amendment Population Provisions Held Outmoded; Distribution of Radio Sets Believed Better Basis

WITH the Radio Commission conducting a fact-finding study of the soundness of existing regulations governing quota distribution, this discussion of the issue, with particular reference to the population provisions of the Davis amendment, is pertinent. Dr. Hettinger, who is well known to broadcasters for his inauguration of a statistical service, points out that the economic factor is equally as important as the social-political. Engineering developments, he explains, open up possibilities, moreover, for a more elastic system of allocation than that envisioned in 1928. His observations are particularly pertinent in view of Judge Sykes' recommendations to both Senate and House committees during recent hearings that the Davis amendment be repealed.

By DR. HERMAN S. HETTINGER
Wharton School of Finance
University of Pennsylvania

THE ADOPTION by the Federal Radio Commission of Col. Thad H. Brown's resolution calling for a fact-finding study of the soundness of existing regulations governing quota distribution marks an important step forward in American radio regulation. It is a step to be commended by all interested in the welfare of American broadcasting.

Any consideration of a new system of allocation must begin with an examination of the Davis amendment, upon which present allocation practice is predicated. For slightly more than five years the Commission has attempted to enforce the provisions of the amendment. The general success of its effort is attested to by the fact that today a closer correlation exists between the percentage of total quota units and total population found in each radio zone than was the case in 1927. This will be noted from a comparison of columns (I), (II) and (III) in the accompanying table.

Amendment Out Dated

THE QUESTION now arises as to whether the Davis amendment has not been outmoded. There are sound reasons for believing that this is the case. Detailed knowledge of the actual location of the American radio audience, secured through the census of 1930 and subsequent studies, raises serious question as to the validity of the population provisions of the amendment. Engineering developments, such as the use of directional antennae, better station location and similar factors, seem to open up possibilities for a more elastic system of allocation than that envisioned in 1928. It would seem that the time has come to restate the principle involved in the Davis amendment in the light of our increased knowledge of the technical, social and economic aspects of radio broadcasting.

The principle underlying the Davis amendment is fundamentally sound and must be retained as a factor in any system of allocation. It is predicated upon the theory that, radio broadcasting being invested with a public interest, every citizen is entitled to some radio service. The correllary to this theory, tacitly assumed in the amendment, is that the largest aggregations of citizens are entitled to the most service.

Population Basis Hit

AT THE TIME it was passed by Congress the Davis amendment undoubtedly constituted the best practical application of this principle in the light of then existing knowledge regarding broadcasting. It was a great conserving step which ensured broadcasting service to all sections of the country.

However, the knowledge gained regarding the location of radio families in this country, raises serious question as to whether the population provisions of the Davis amendment are the best means for realizing this principle in practical application. The distribution of radio families throughout the country does not follow total population. Indeed, there is a wide discrepancy between the two. Whereas the first zone contains 23.0 per cent of the total population of the country, it embraces 30.8 per cent of the radio families. The third zone likewise contains 23.0 per cent of the nation's total population, but it possesses only 9.6 per cent of the radio set owners. A comparison of the situation in all zones can be made by referring to columns (III), (IV) and (V) in the accompanying table.

It may be contended that the present distribution of radio set ownership among the zones is a temporary condition, and that in time set ownership will tend to correlate more closely with total population. It is highly improbable that this will be the case. The situation, as it relates to the proportion of radio receiving sets found in the various zones, has changed very little during the last three years. Whereas in 1930, the third zone embraced 7.2 per cent of the radio families of the country, the McGraw-Hill-CBS estimates for 1933 showed it to include 9.6 per cent of total set-owners. This is hardly a radical shift in the status of this zone. There has been a slight gain in the second zone, due mainly to increased ownership in the southern states contained in that area.

Trend in Set Ownership

THE PERSISTENCE of this trend seems to be confirmed by the economic conditions governing radio receiving set ownership. In spite of the increasingly widespread set ownership among all classes, the possession of a radio is still a sign of generally superior economic position. The correlation shown between proportion of radio families and income tax returns in each zone, found in columns (V) and (VI) are an indication of this tendency. The recently published "Vertical Study of Radio Set Ownership" of the CBS likewise shows a sharp drop in the percentage of radio set ownership when once the $2,000-$3,000 income group is reached. It must be remembered that different estimates place between 78 and 85 per cent of the total population of the country in this class.

An excellent example of the influence of income upon set ownership is found in the south. In 1930 but 5.0 per cent of rural families and 28.6 per cent of urban families possessed radio sets. The general economic condition of agriculture, the problem of farm tenancy, and the high proportion of negroes among the population are contributing factors to this situation which only the passage of many years can change to any degree.

It seems, therefore, that the American listener structure has become fairly stabilized and that radio families constitute a sounder base for the application of the principle involved in the Davis amendment than does total population. Though the trend seems indisputable, a new government radio census would be an invaluable asset in the development of the details of any new plan of allocation of facilities.

Listener Population

IN ADDITION to using radio families as the basis for the new allocation plan, it would seem as if greater attention should be given in future allocations to the correllary of the main principle of listener service; namely, that the largest aggregations of listeners are entitled to the most service. One might express this principle as follows: that if x equalled the facilities necessary to bring practically all of the citizens of the country a specified minimum of service, then x plus some coefficient representing concentration of radio set owners in a given district, should be used as the basis for the allocation of additional facilities.

Such a theory has sound precedent. Though the government aids in road building in all parts of the country, the more populous regions, demanding the most facilities, receive the largest aggregate service. In the case of radio, moreover, the diversified interests found in the populations of large urban areas such as New York or Chicago require more varying types of stations to serve them than do the relatively homogeneous tastes of a rural area. Analysis of the circulation of class magazines in

(*Continued on page 43*)

Percentage of Total Quota Units, Population, Radio Families, Net Retail Sales, Income Tax Returns, and Retail Outlets

In Each of the Five Radio Zones

Zone	Quota Units June 30, 1927 (I)	Quota Units Sept. 30, 1933 (II)	Total Population April, 1930 (III)	Radio Families April, 1930 (IV)	Radio Families Jan., 1933[1] (V)	Income Tax Returns[2] (VI)	Net Retail Sales[3] (VIII)
I	20.2%	17.1%	23.0%	31.3%	30.8%	36.0%	27.8%
II	15.5%	16.6%	22.0%	23.0%	23.6%	21.5%	21.9%
III	14.0%	21.8%	23.0%	7.2%	9.6%	9.3%	14.9%
IV	32.7%	22.8%	22.0%	26.7%	24.6%	20.5%	23.2%
V	17.6%	21.7%	10.0%	11.8%	11.4%	12.7%	12.2%

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[1] Based upon radio set ownership estimates jointly prepared by the McGraw-Hill Company and the Columbia Broadcasting System, Inc.

[2] As of 1930.

[3] As of 1929: Census of Distribution 1930.

Press-Radio Bureau Clients Increase As Independents Expand Their Facilities

Controversy to be Aired at A.N.P.A. Meet April 24-27; Ruling Sought on News Delivery via Short Waves

CONTINUING to expand their facilities, the Press-Radio Bureau formed by the networks and the press associations and the various independent radio news-gathering organizations all reported during the last fortnight that stations were becoming increasingly satisfied with their services.

The freshening of the Press-Radio Bureau's news for the two 5-minute flash periods during the early morning and late evening continued, but many newspapers were still reported to be unreconciled to the so-called "program" whereby the Associated Press, United Press and International News Service are furnishing the condensed versions of their day and night reports to the networks and such independent stations as want to subscribe to them.

Dissent within the radio ranks appears to have taken the form largely of refusing to join in the press association-network "program" and preferring to subscribe to the independent services. The dissenting newspapers, still opposed to "playing ball" at all with radio, were expected to raise their outcry at the spring convention of the American Newspaper Publishers Association at New York April 24-27. At that meeting, Chairman Harris, publisher of the *Richmond* (Ind.) *Palladium-Item*, who headed the publishers committee which drew up the press-radio "program," is expected to render a report on the radio news situation.

Six Newspapers Subscribe

THE PRESS-RADIO Bureau, in the meantime, has added six newspapers to its list of about 25 independent clients taking its service overhead. These newspapers, it is said, are paying the required $12.50 per month for the service, as are the independent radio stations, and also paying the telegraph tolls from New York. They are using these news flashes to supplement their regular local news broadcasts on the radio.

Approximately 125 NBC and CBS stations were reported to be taking the morning and evening 5-minute periods via the networks.

There are three rival independent news-gathering organizations now in operation, as reported in the April 1 issue of BROADCASTING. All headquarter in Washington and all report that they have correspondents in key centers, several offering foreign news along with their domestic reports.

Independents Expand

RADIO NEWS Association, Albee Bldg., Washington, the outgrowth of the proposed cooperative news-gathering organization, continued to bolster its setup. It is being backed by Stanley Hubbard, operator of KSTP, St. Paul. Continental Radio News Service, headed by Harry Daniel, with headquarters in the Maryland Bldg., Washington, reported that it is now supplying news for the "Five-Star Final" feature on WMCA. American Radio News Service, Earle Bldg., Washington, headed by Arnold Kruckman, reported that it has increased its subscribing stations to 20 and has opened a Chicago bureau with a staff of three men.

Cooperating with the Kruckman organization is the Radio News Service, said to be sponsored by KFI and KNX, Los Angeles, which is reported to be feeding its reports to KFRC, San Francisco; KGFJ, Los Angeles; KDYL, Salt Lake City; KOMO and KJR, Seattle; KGA and KHQ, Spokane; KGIR, Butte; KMED, Medford, Ore.; and KFBB, Great Falls, Mont.

All of the independent news organizations permit their news to be sponsored whereas the Press-Radio Bureau reports cannot be sold to sponsors under the "program."

Would Deliver by Radio

THE ONLY OTHER significant development in the radio-news situation was the hearing before the Radio Commission April 11 on the application of Ivan Johnson, who formerly headed a radio news enterprise in Los Angeles, for modification of Rule 232 of the Commission's rules and regulations so as to permit broadcasting stations to subscribe to services sent via radio communications services whose licenses are limited to the transmission of news intended only for publication.

Mr. Johnson, who heads an enterprise called the Radio News Service of America, which headquarters at the studios of WBNX, New York, seeks the rule change so that he may transmit his news reports via short wave radio to subscribing broadcast stations rather than pay the heavy wire tolls. At present such public service licensees as Press Wireless, the cooperative organization of a group of leading newspapers, and American Radio News Corp., Hearst subsidiary, are authorized under their licenses to accept traffic designed only for press publication.

Mr. Johnson testified that both Press Wireless and American Radio News Corp. have agreed to carry this traffic, which he said consists of 5,000 words for three 15-minute broadcast periods daily gathered by a staff of 75 to 100 correspondents. These services, however, have informed him that the present rule must be modified first, he said.

Ninety-two stations, Mr. Johnson asserted, have indicated they are willing to buy his service if it can be delivered via radio, but have objected to prohibitive wire delivery costs. The average station, he said, can afford to pay only about $25 a week for the full service. His project, he said, will be financed by revenues received from its clients. He named Morris Farb, New York; Charles Williams, San Francisco; and Fred Goodcell, Los Angeles, as his associates in the enterprise.

24-Hour Clock

THE BRITISH Broadcasting Corporation has adopted the 24-hour clock system to simplify the timing of its broadcasts. The system abolishes the a. m. and p. m. and thereby avoids confusion as to the time of programs. On the 24-hour clock 1 p. m. becomes 13 o'clock, 2 p. m., 14 o'clock, et cetera.

KNX Returns Donations

KNX, Hollywood, early in April announced over the air that money sent in by fans to support its news service had all been returned to the senders. The news has been sponsored by Alka Seltzer, and the voluntary contributions from fan audience were therefore not necessary.

DOUGHTY HUNTSMAN—Here is Lloyd Yoder, NBC public relations manager in San Francisco, beside his trusty steed and faithful hound, smiling roundly after bagging a 135-pound buck a few hours out of the Golden Gate City during the recent hunting season.

Jersey Aviation Board Approves 385-Ft. WOR Transmitter in Carteret

APPROVAL of a 385-foot tower for the antenna system of WOR's new 50 kw. transmitter at Carteret, N. J., instead of the 770-foot half wave radiator originally proposed, has been granted by the Aviation Commission of New Jersey. This decision has been passed to Washington, and WOR expects to receive a construction permit from the Radio Commission before the end of April.

The transmitter is already built and ready for installation. Erection of the antenna and buildings and construction of the ground, together with installation and testing, are expected to occupy five or six months.

Previous objection of the Aviation Commission was on the ground that the higher mast would endanger aerial navigation, since Carteret is on the line followed by planes inward and outward bound from Newark Airport to the south. The station's offer to install a directional warning beacon was rejected. The entire antenna system now will be thrown into relief by neon lights, which are visible at a greater distance through fog than ordinary yellow artificial light.

A reflector system has been worked out with the aim of modifying the service area of the new transmitter from the circle shape of most radiators to a kidney shape, the round side covering the land, and the comparatively straight side lining up with the Atlantic seaboard. WOR has no interest in oceanic coverage and wishes to increase its overland signal by reflecting the energy which otherwise would be lost over the water.

WLS Birthday Party

"OLD TIMERS" of WLS, Chicago, returned to the station April 12 for the special broadcasts, also carried over an NBC network, of its tenth anniversary ceremonies. Included were Edgar L. Bill, first manager, now operator of WMBD, Peoria, Ill., who directed a sketch "Ten Years Ago," and the team of Gene & Glenn, which started on WLS. The program included greetings from Frank Mullen, NBC agriculture director; Arthur C. Page, WLS farm director; Edward J. Condon, director of the Sears-Roebuck Foundation; C. V. Gregory, editor of the *Prairie Farmer;* E. A. O'Neal, president of the American Farm Bureau Federation; George C. Biggar, WLS program director, and various acts.

Merchandising Survey

A SURVEY of merchandising practices in radio is actively under way under NAB auspices, in compliance with the resolution of the last NAB convention to study this matter. Harry Howlett, WHK, Cleveland, chairman of the NAB's merchandising subcommittee, has sent a questionnaire on this subject to all stations and the results now are being analyzed.

EUROPE'S tallest wooden radio tower, the aerial of Germany's Muhlacker station standing 623 feet high, has been completed and will shortly operate with 100 kw. power.

XUM

Now 2,815,905

Radio Equipped Homes!

Now 11,460,733

Potential Radio Listeners!

THESE are the latest statistics for the WOR Guaranteed Service Area. They represent an increase since the 1930 census of over 850,000 radio equipped homes . . . three and a half million potential listeners!

The percentage of homes equipped with radios in the WOR Area has advanced to 88% compared with a 60% average for the country as a whole. Incidentally, New Jersey now leads all the states in percentage of radio equipped homes.

Doesn't it stand to reason that a market in which radio is so popular should be a market that can be approached most easily and successfully through radio advertising?

WOR

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, N. J.

Chicago: Wm. G. Rambeau, 360 Michigan Ave.
Boston: James F. Fay, Statler Bldg.

Figures compiled from Columbia Broadcasting System's estimates on radio equipped homes, as of January 1, 1934.

Operators of More Than One Station Set Forth in Report to House Committee

11 Corporations and Holding Companies are Included In Splawn Communications Companies Tabulation

THE EXTENT to which individuals and small holding companies, on or about Feb. 28, 1934, held a substantial interest in two or more broadcasting companies is revealed in the preliminary report on communications companies submitted to the House Interstate Commerce Committee April 5 by Walter M. W. Splawn, its special counsel. Mr. Splawn, former president of the University of Texas, had been engaged by the committee to investigate and report on the transportation and communications fields, and recently was appointed to the Interstate Commerce Commission by President Roosevelt.

Of the 331-page report, only 12 pages are devoted to broadcasting, but Mr. Splawn indicates that he is preparing a final report in which broadcasting companies will be given the detailed consideration that his preliminary report gives to the telephone, telegraph and wireless communications companies.

Small Holding Companies

IN ADDITION to the 16 stations which NBC owns, controls or manages and the seven owned or operated by CBS or its subsidiaries, Mr. Splawn lists the following individual or small holding companies with more than one station, pointing out that 17 were controlled by individuals and 11 either by corporations or small holding companies:

A. P. Barrett, Ft. Worth, Tex.—KTSA, KNOW and KTAT, Ft. Worth; WACO, Waco, and KOMA, Oklahoma City.

G. F. Bissell, Tupper Lake, N. Y.—WHDL, Tupper Lake, and WGLC, Hudson Falls, N. Y.

H. J. Brennen, Pittsburgh—KQV and WJAS, Pittsburgh.

Clifford M. Chaffey, Reading, Pa.—WRAW and WEEU, Reading.

Curtis Radiocasting Corp., Evansville, Ind.—WBOW, Terre Haute; WGBF, Evansville; WJBL, Decataur, Ind., and WKBF, Indianapolis.

Eastland Co., Portland, Me.—WCSH, Scarboro, Me.; WRDO, Augusta, Me., and WFEA, Manchester, N. H.

Fort Industry Oil Co., Toledo.—WSPD, Toledo; WWVA, Wheeling, W. Va.

Paul F. Harron and C. F. Taubel, Philadelphia—WPEN and WRAX, Philadelphia.

Carl E. Haymond, Tacoma, Wash.—KMO, Tacoma; KIT, Yakima, Wash.

Wm. Randolph Hearst (Star Holding Co.)—WINS, New York; WISN, Milwaukee. (Pitt Radio Co.)—WCAE, Pittsburgh. (Mr. Hearst's *San Francisco Examiner* also recently acquired KYA, San Francisco, by purchase from NBC.)

Richard W. Hoffman, Chicago—WKBI, WEHS and WHFC, Cicero, Ill.; WKBB and WCLS, Joliet, Ill.

Huntington Publishing Co., Huntington, W. Va.—WSAZ, Huntington; WOBU, Charleston, W. Va.

Rogan Jones, Wenatchee, Wash.—KPQ, Wenatchee; KVOS, Bellingham, Wash.

McClatchy Newspapers, Sacramento, Cal.—KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KWG, Stockton; KOH, Reno, Nev.

A. E. McCollough, Lancaster, Pa.—WORK, York, Pa.; WDEL, Wilmington, Del.

C. W. Myers, Portland, Ore.—KOIN and KALE, Portland.

W. O. Pape, No. Birmingham, Ala.—WAPI, Birmingham; WODX, Mobile, Ala.

Plain Dealer Publishing Co., Cleveland—WHK, Cleveland; WAIU, Columbus.

Register & Tribune Co., Des Moines—KSO, Des Moines; KWCR, Cedar Rapids; WIAS, Ottumwa. (Latter two recently authorized to consolidate at Cedar Rapids.)

E. C. and C. H. Reineke, et al., Fargo, N. D.—WDAY, Fargo; KGFK, Moorhead, Minn.

G. A. Richards, Detroit—WJR, Detroit; WGAR, Cleveland.

S. M. and O. P. Soule, Twin Falls, Ida.—KTFI, Twin Falls; KSEI, Pocatello.

Telegraph Printing Co., Harrisburg, Pa.—WHP and WKBO, Harrisburg.

Don Lee, Inc., Los Angeles—KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego.

Louis A. Wasmer, Spokane, Wash.—KHQ and KGA, Spokane; KGY, Olympia, Wash.; KUJ, Walla Walla, Wash.; KOL, Seattle.

Leonard E. Wilson, Trinidad, Colo.—KGIW, Trinidad; KIDW, Lamar, Colo.; KICA, Clovis, N. M.

Winter Street Corp., Boston—WNAC and WAAB, Boston; WEAN, Providence, R. I.; WICC, Bridgeport, Conn.

F. C. Zeig, Ft. Wayne, Ind.—WOWO and WGL, Ft. Wayne.

Exchanges With Russia

THE FIRST regular exchanges of broadcast programs with Russia have been arranged by NBC and officials of the Soviet government, the initial program from Russia being scheduled over an NBC-WEAF network at 9-9:30 p. m., Sunday, April 15. The powerful Moscow 100 kw. station will relay the programs to the United States, and regular relays to Russia are being arranged in collaboration with RCA Communications, Inc.

KSD
A DISTINGUISHED BROADCASTING STATION
From the KSD Result Portfolio

KSD was selected by the Pevely Dairy Company, St. Louis' dominant dairy, to carry the entire series of full-hour programs in the successful introduction of their premium-priced Super-Test "A" milk. Special NBC talent, including Reinald Werrenrath and Irene Beasley, was brought to St. Louis for these programs.

Pevely broadcasts have been on KSD continuously into the third year.

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

World Radio Population

(*Continued from page 13*)

288. Australia at the end of 1933 had 518,628 licensed receivers.

Reasons for Growth

FIGURES are usually boring. For this reason I do not propose to pursue them further. It may be of interest, however, to look into the factors which are enabling broadcasting to force ahead when most other activities are "marking time."

The factors influencing the development of broadcasting appear to be:

1.—A growing general appreciation of the extraordinary service given by the broadcasting organizations, either gratuitously, or in return for the small amount license fee.

2.—The marked increase in the power of the transmitters, which means on the one hand improved strength of signal and on the other a great reduction in the cost of apparatus essential for adequate reception.

3.—Ever more attractive programs, due to bigger resources, the greater experience of program producers and artists alike in the special needs of the broadcasting medium.

The microphone is living a less "monastic" life. It is sallying out more and more from the artificiality of the studio into the main currents of human affairs. In Europe, the systematic campaigns being waged against parasitic noises of electrical origin are undoubtedly favorably influencing the growth of listeners.

High Power Trend

ON THE VAST subject of programs little can be said in an article of this length. The tendency of statesmen to "whisper radiophonically" in the ear of the nation when they have problems to handle in which they require public support, the growing willingness of specialists to enter the wireless lists on some highly controversial subject, a general casting aside of the excessive, but perhaps justifiable, timidity with which the microphone was approached in early days, have all brought about such a transformation in the last year or so that the broadcasting services, generally speaking, have today an entirely different complexion from those given when romance was radio's principal asset.

Recent strides in the technique of transmission are also signs of a general transformation of outlook. Broadcasters who worked but few years ago with individual kilowatts of aerial energy are beginning to think in terms of hundreds of kilowatts.

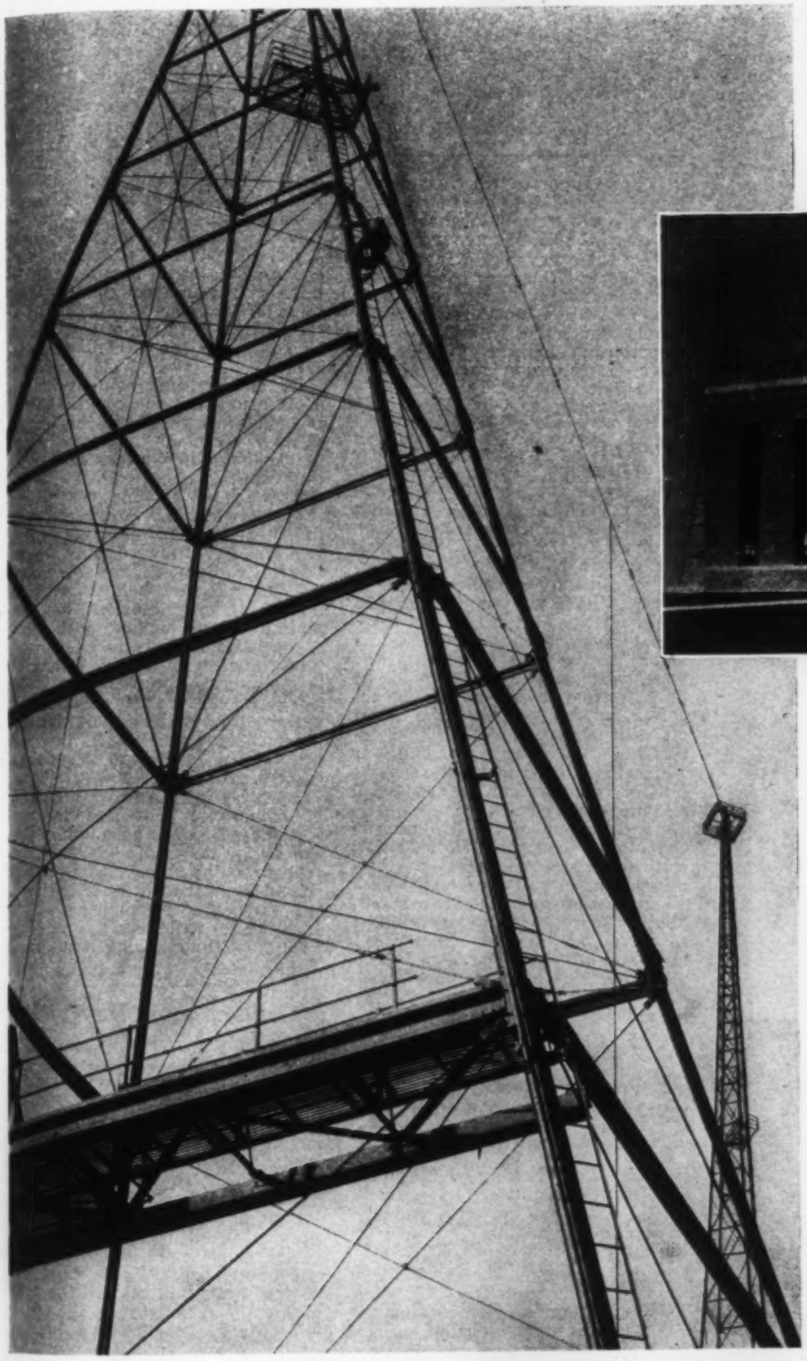
A Moscow station has been broadcasting regularly for some time with 500 kilowatts aerial power. Fifteen other Russian and European stations are now using 100 kilowatts or over. At least 12 new European stations of the 100-150 kilowatts type are under construction and will probably begin operation in 1934. Nation after nation is constructing its own high-power short-wave station or group of stations, capable of projecting its cultural material into the remote corners of the world. Nowhere today can one be really out of range of a broadcasting service.

Work of the Union

THESE technical developments and the corresponding progress in the program field are bringing to light new difficulties and problems. Some of these problems may be solved nationally in the laboratory, studio and board-room, but an ever-growing number are proving to be international in character and must be dealt with internationally.

The International Broadcasting Union—which includes amongst its associate members the Columbia Broadcasting System, the National Broadcasting Company and WGN, Chicago—exists for the study of these international problems. The Union is just entering upon its tenth year. During the last nine years the Union's European observation post and its technical laboratory at Brussels, and its head office at Geneva (which is also a clearing house of experiences and ideas) have accumulated systematically much material helpful in the solution of problems of such complexity.

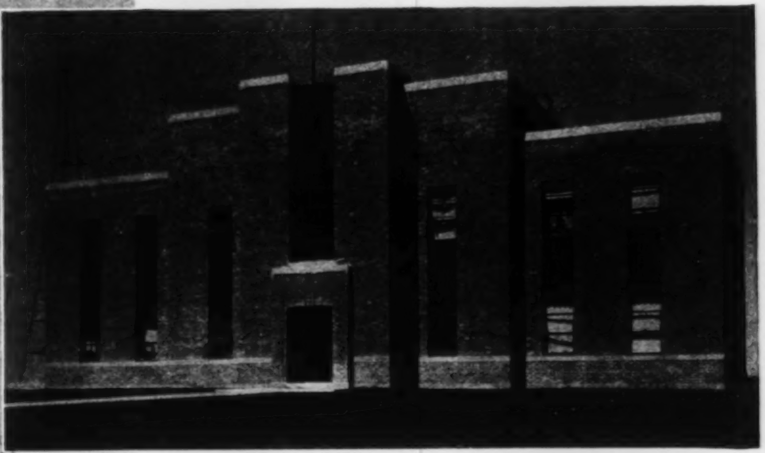
Where POWER Pays



Ground location insures strong signal. Noted radio engineers picked ground location for WOC-WHO as the second best in the United States.

WHERE your market is not concentrated in limited metropolitan areas, but spreads out to include scores of important trading centers, and hundreds of *good* smaller towns . . .

Where the cost of covering these points individually would be prohibitive, but . . .



Where one station has the power necessary to cover them all EFFECTIVELY, and at very low cost . . .

That is the place WHERE POWER PAYS biggest profits to the broadcast advertiser.

Iowa and surrounding territory comprise a broad, fertile market for merchandise — especially active now because of farm benefits.

With 50,000 watts power, one station — WOC-WHO — reaches out over this entire market — and produces business at a profit for radio advertisers.

•

CENTRAL BROADCASTING CO.

Des Moines, Iowa

WOC-WHO

FULL-TIME, CLEARED-CHANNEL

50,000 WATTS

J. O. MALAND
Manager
Phone 3-4872

CHICAGO:
Free & Sleininger
180 N. Michigan Ave.
Phone FRA 6373

NEW YORK:
Free & Sleininger
Chrysler Bldg.
Phone Murray Hill 2-3030

XUM

Goldsmith Urges High Fidelity For Receivers and Transmitters

NAB, RMA and IRE Considering Campaign; Illusion of Reality Held Need of Radio

Dr. Goldsmith

LAUNCHING of a carefully planned and integrated campaign by different divisions of the radio industry to bring into general practice the use of high-fidelity equipment for both organization and reception of programs is being considered by the responsible association—the Radio Manufacturers Association, the NAB and the Institute of Radio Engineers.

Dr. Alfred N. Goldsmith, consulting engineer, has been one of the movers in the initiation of the idea, for active consideration of it began as a result of a paper which he delivered last November to the fall meeting of the IRE at Rochester, N. Y. This was entitled, "Conditions Necessary for an Increase in Usable Receiver Fidelity." The question he raised attracted so much attention that he was invited to talk on the subject at a meeting of directors of the RMA recently.

[The subject, from the broadcast engineering standpoint, was covered also in an article in the April 1 issue of BROADCASTING by Andrew D. Ring, broadcast engineer of the Federal Radio Commission.]

Illusion of Reality

"PUBLIC interest in radio awaits a new stimulus," said Dr. Goldsmith in an interview. "Like any other art or industry it requires occasional invigoration. If we examine present radio reception in the home, and ask 'What more can we give to the listener?' I think the answer is 'The illusion of reality.'

"I doubt whether many listeners, if they close their eyes, would be able to say now that they attain the illusion of being present in the studio or concert hall. If we could create this illusion, or even if we could approach more nearly to the creation of this illusion, I am confident that public interest in listening would be greatly stimulated.

"There has been a controversy in the past as to whether people would really like to have that illusion. To me it is unthinkable that they would not. It is equivalent to saying that they like a foggy version of what they are hearing, but would not like it if they could hear it to perfection—in the original. If people would like it, and if it can be given to them, then high-fidelity radio transmission and reception are bound to be a success.

Responsibility of Broadcasters

"IT MAY be asked why the more faithful radio receivers have not been given a wider acceptance in the past. The answer must be that there is no such thing as a high fidelity receiver which will give satisfaction by itself. Since a receiver can only reproduce what is given to it, if you are listening to a low-fidelity station, with a careless pick-up, with a weak, fading signal, in the midst of natural and man-made static, you would be better off with a low-fidelity receiver. In fact, you would be better off with no receiver at all.

"There are many conditions which have to be met before high-fidelity receivers can be successful and universally used.

"The pick-up of the program in the studio must be handled on a critical and precision basis. Amplifiers and circuits associated with them must be kept free from avoidable noises, and must be designed to have full audio-frequency response, and greatly reduced harmonic distortion as compared with some present practice. It is worthy of note that the pick-up of programs in a studio is an art as well as a science, and one that is as yet only partly understood. High-fidelity will necessitate higher standards in this connection.

Greater Channel Separation

"WIRE lines linking the studios with the transmitter, as well as lines linking the network, must be on a parity with the remainder of the system.

"Not only must the transmitter be free from obviously objectionable and eliminable defects that result from incorrect design, equipment or operation, but also it must be borne in mind that if transmitters are adjusted to high-fidelity initially, they must be systematically and rigidly maintained in their optimum operating condition.

"Natural and man-made disturbances in reception should be absent. The greater the fidelity of the receiving set, the more rigorously must this requirement be fulfilled. It will not do to have thirty feet of antenna on a roof, and then two hundred feet of lead-in to the receiver, in close proximity to all kinds of electrical circuits that are frequently broken, giving the 'shot effect.'

"It seems probable that a channel separation between stations of at least 35 kilocycles, instead of the present ten kilocycles, will be required, and one of the first steps to be taken in bringing about high fidelity is to increase the power of transmitting stations."

Special Committee Named

FOLLOWING the meeting of the RMA directors a special committee was appointed to study the matter, and this committee, under the chairmanship of W. Roy McCanne, president of Stromberg Carlson Telephone Manufacturing Co., met on Feb. 3 with committees of the NAB and the IRE, E. L. Nelson of Bell Telephone Laboratories representing the latter, and Joseph Chambers, of WLW, the former. Virgil M. Graham was also present, and the other members of the RMA's special committee were Capt. William Sparks, president of the Sparks-Withington Co., and E. T. Cunningham, president of RCA-Victor.

Dr. Goldsmith is emphatic in his declaration that the cooperation of the NAB is essential to the success of any movement that may be undertaken to introduce high-fidelity into radio.

"They are the bottle-neck through which all programs must pass," he pointed out. "It is useless to have high-fidelity transmitting equipment available unless it is installed in such a way as to insure its most efficient use, and maintained at maximum efficiency of operation. It is of the utmost importance that the NAB and its membership be most active in the movement, because its success must be measured in terms of what the public hears—and this is in direct proportion to what the broadcasters give."

Conversations so far in the group of committees referred to have been based on the assumption that the range of audible frequencies reproduced by the average receiver should be extended from the present band of approximately 100 to 4,000 kc, to include all from 50 to 8,000 kc—thus adding two whole octaves.

FREEDOM OF SPEECH

Gov. Laffoon Buys Time On WHAS To Rap Courier-Journal

BUYING three 15-minute periods on WHAS, operated by the *Louisville Courier-Journal*, Gov. Ruby Laffoon on March 26 took the occasion of his broadcasts to condemn the newspaper roundly in connection with the State legislature's dispute with Vance Armentrout, the *Courier-Journal's* managing editor, who had been jailed and fined for contempt for refusing to reveal the writer of a letter in its columns attacking the legislature.

Gov. Laffoon called the newspaper Kentucky's "Public Enemy No. 1." Even though he did this during his first night's talks over a special hookup from the capital at Frankfort, the station management allowed him to make the ensuing talks in the interests of freedom of speech on the air.

Congressmen Pay Visit

A PARTY of 100 members of Congress and their families was escorted through the NBC studios in Radio City, April 6, during an inspection trip to New York to visit the Stock Exchange, Ellis Island and other places involved in legislation. They were addressed by M. H. Aylesworth, NBC president, and, while watching the Cities Service program, they heard all their names read to the nation-wide audience. Next day they visited Radio Central of RCA Communications, Inc., to see the world-wide wireless system in operation, following which they were addressed at a luncheon by David Sarnoff, president, and Gen. James G. Harbord, chairman, of RCA.

WSM has a tremendously responsive audience because we spend real money for real talent.

Our merchandising cooperation adds the final pushover that brings the orders to our sponsors.

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Cleared Channel Unlimited Time
WSM
NBC Affiliate 50,000 WATTS 650 Kilocycles

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

And Now!

WIL

STEPS up to a new and more towering height in modern progressive Broadcasting! The first 250-watt station to add the new single-tower vertical radiator to its broadcast facilities. A 200-foot tower on top of the 16-story Melbourne Hotel, that houses WIL's four complete studios, transmitter and general offices. Another claim to its slogan, "The Biggest Little Station In The Nation."

46% INCREASE

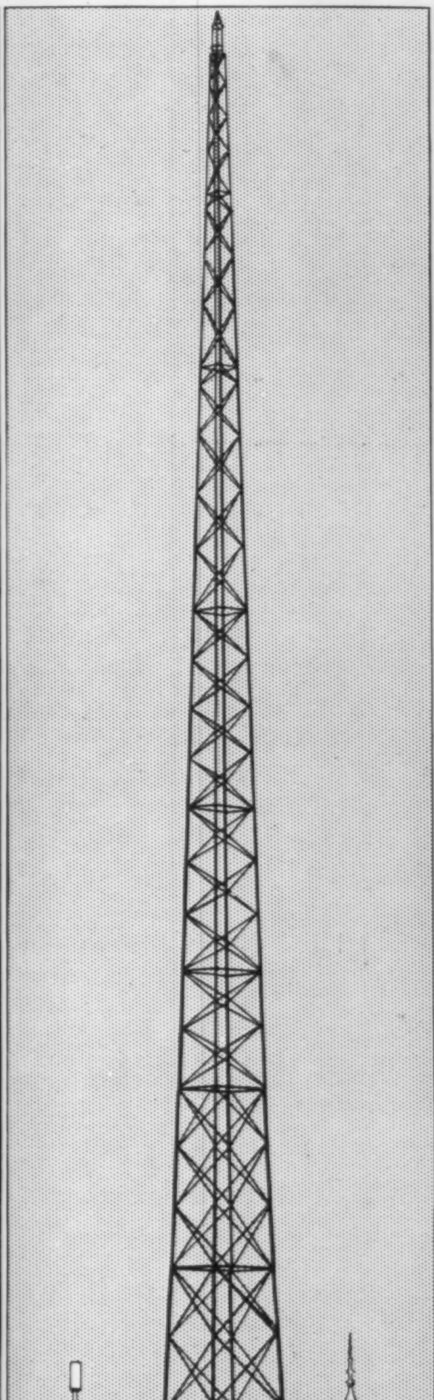
in signal strength, in its 20-mile primary area — an area embracing approximately Two Million people. WIL always has done a good job for its clients — now it will do an even better one! You cannot adequately cover Greater St. Louis without using WIL — which regularly and consistently carries more local sponsored programs than all the other commercial stations in St. Louis combined.

Let St. Louis' most popular Broadcast Voice speak for your product.

FIELD INTENSITY MEASUREMENTS

MADISON
ST. CLAIR

By FRED O. GRIMWOOD
Engineer



WIL THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

XUM

it's WLS 10th birthday

On thi
we who
ourselves
of A

Ho
the past
treme
confide

Upper left—Burridge D. Butler says to Secretary of Agriculture Henry C. Wallace: "WLS is at your Service—as always."

Lower left—Here WLS has gone to its listeners—broadcasting direct from the National Corn Husking Contest.

Upper right—Millions of listeners, from coast to coast, can identify each performer in the National Barn Dance.

Lower right—WLS Barn Dance Program established a new record attendance during Farm Week at A Century of Progress.

On April 12, 1924, W
week of April 8-14, t
millions of WLS list
celebrate the occasion

Day after day for 10
every emergency . . . i
celebration . . . WLS
ability to serve the Mi

WLS has lived with it
Husking Contests, a
Progress," in our st
throughout our terri
Theatre, we have ru
our audience.

Bl

Y

ni, our 10th Anniversary, o eheartedly re-dedicate es to the needs and Service American Agriculture.

ow well we've succeeded during past 10 Years is best expressed in the nendous following, the unswerving fidence listeners have in WLS

12, 1934, WLS was ten years old! During the
pril 8-14, the hundreds of WLS artists and the
f WLS listeners joined in special programs to
he occasion.

day for 10 years . . . through every crisis . . . in
rgency . . . in every program, entertainment, and
. . . WLS has proved its determination and
erve the Mid-West.

ved with its listeners in the Corn Belt. At Corn
Contests, at State Fairs, at "A Century of
in our studios, in over two hundred theatres
our territory, and in our own Eighth Street
e have rubbed shoulders, shaken hands, with
ce.

This week the WLS National Barn Dance goes into its 110th consecutive week at the Eighth Street Theatre in Chicago . . . its eleventh year on the air . . . and its 35th broadcast as a nationwide NBC feature.

WLS pleases its listeners because it *knows* them . . . *knows* what they like and *gives* it to them. WLS *holds* its listeners because it *serves* them . . . stands by them in a victory or defeat. And our reward is a loyal listening audience . . . a host of friends in Illinois, Indiana, Michigan, Wisconsin, Iowa and Ohio.

Farm homes in these six states will have an extra *three hundred million dollars** to spend this year. If YOU want them to buy YOUR product, offer it to them over WLS. Our advertisers will tell you that WLS advertising is the quickest, surest, most effective way to loosen the purse strings of this vast Mid-West market.

*Corn—hog—corn loan—dairy—wheat benefits from the Federal Government, thanks to the processing tax.

50,000 WATTS **WLS** 870 KILOCYCLES

THE PRAIRIE FARMER STATION, Chicago

BURRIDGE D. BUTLER, *President* **GLENN SNYDER**, *Manager*

Studios and Offices: 1230 W. Washington Blvd., Chicago, Illinois

XUM

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Published Semi-Monthly by
BROADCASTING
PUBLICATIONS, Inc.

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Washington, D. C.
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Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1933, by Broadcasting Publications, Inc.
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

A Bright Picture

IF ANY additional proof of the efficacy of summer advertising on the radio is needed, it is furnished by the great number of clients that are holding their network and spot periods through the hot season. Most of them are old all-year broadcast advertisers, and they know whereof they do. The old bugaboo leading to a summer hiatus appears to have been dispelled this year. The summer of 1934, as forecast in the leading article in this issue, will not only be a record one for the business of broadcasting but it may equal and even surpass the good winter months just passed.

There are a number of factors contributing to this bright picture. First, of course, is national recovery and the betterment of trade generally. Every trade and employment index is showing an upturn, and the upturn is bound to be reflected in increased advertising. Secondly, the experience of old radio advertisers with summer broadcasting in the past has been satisfactory enough to lead them to want to stay on; not only will radio sell goods in summer as in winter but it lends impetus to succeeding fall and winter selling campaigns.

Then again there is the desire of advertisers to hold their broadcast periods against newcomers. This is not an inconsiderable factor, and big broadcast advertisers are now inclined to lay their radio plans more and more on a year-round basis.

Finally, but not least, is the tremendously increased radio audience, as revealed in the recent census survey. Some 18,000,000 American homes, or three out of five, had radios when 1934 began. The radio trade reports continuingly high new and replacement sales. Auto radios sold like the proverbial hot-cakes last year, and the radio manufacturers expect to sell 1,000,000 more this year. These get the audience on tour and in the summer resorts if not in the home. That advertisers appreciate the value of summer audiences, is evidenced by the holdovers of gas and oil and automobile accounts through the spring and summer months to capture the touring season trade.

Reason Will Prevail

WITH THE TEMPER toward us displayed in Mr. Rosenblatt's letter, we shall not quarrel. The letter explains quite clearly that all Code Authorities got the same form letter, and we accept Mr. Rosenblatt's explanation that it was not a "command." Rather it asked the Code Authorities to "consider" a further shortening of the working week and a 10 per cent boost in wages. The broadcasting Code Authority, at its next meeting, will, of course, "consider" the "suggestion," and may be trusted to handle the matter satisfactorily. What we do like in Mr. Rosenblatt's letter is his statement that he is "fully aware and cognizant of the splendid cooperation which NRA has in turn received from the radio broadcasting industry and from its Code Authority." He goes on:

"This industry, as well as industries generally, deserve the praise and commendation of every official in the NRA for what it has done not only to reach but to pass the 1929 employment and wage peaks." With an attitude like this, the rule of reason and of help rather than hindrance to "industrial self-regulation" will doubtless prevail. NRA is doing a lot to bring stability into radio, and radio in turn is throwing every resource toward supporting the basic principles of NRA. Our aim is also to cooperate, and in fairness we are glad to publish the explanation in full as requested.

Fidelity Testing Ground

IT IS A RISK of money and effort the seven applicants for positions in the newly opened 1500-1600 kc. band are taking. We believe the Radio Commission, which offers them licenses on only six months, should lend every encouragement to those whom it judges are qualified to test the broadcasting capacity of the three "high fidelity" channels available. If they prove the case for the shorter waves, they should be allowed to reap the fruit of their efforts, for they will not only have established valuable enterprises for themselves but they may point the way to superior utilization of the higher frequencies in the normal 550-1500 kc. range also.

It surprises us that only seven applicants should have sought the new waves—particularly that none of the educator crowd, making so much cry about being crowded off the air, did not ask for these channels despite the fact they were notified by the Radio Commission in a special letter to colleges that the waves were to be made available. If it is true, as claimed at the hearings, that fully 50 per cent of present-day radios can already tune up to 1600 kc., it stands to reason that replacements over a period of years will bring this proportion up considerably. The idea of the Commission now seems to be that the three 20-kc. "paths in the ether" should be used to prove that wider tonal ranges are possible in broadcasting. This may point the way to the whole radio manufacturing fraternity, which lately has evinced a real interest in high fidelity.

Aside from the technical aspects, there are still some communities in the United States that are "dead spots" or suffer from poor reception, particularly daytime and particularly as more clear channels are broken down. These new waves, if proved practicable, may answer that problem, for they can be duplicated with substantial power in many parts of the country.

The RADIO BOOK SHELF

CITED in the current issue of NBC's *Broadcast Merchandising* is the case of a Springfield, Mo., drug store which aggressively merchandised radio-advertised products and kept a careful check on the comparative sales during the months this was done, as against previous months.

W. C. McGreevy, manager of the drug store, carried out the merchandising suggestions sent out by the manufacturers of the products for the last three months of 1933, and compared his sales with those for the same products in September of the same year. Taking September as 100, sales of Campana's Italian Balm showed increases of 18 per cent in October, 27 per cent in November and 106 per cent in December. For Lady Esther products the respective increases were 23 per cent, 31 per cent and 100 per cent. In a campaign for Campana's Skin Invigorator, a prize contest was held during December only, an entry blank being given away with each bottle. The sales during that month were 475 per cent over those for September. Junis Face Cream turnover jumped 45 per cent in November and 125 per cent in December, and for the three months Pepsodent Antiseptic business increased 35, 60 and 93 per cent.

H. H. Proskey, sales manager of Lehn and Fink, also writing in *Broadcast Merchandising*, reports that sales of Pebeco, Lysol and Hind's Honey and Almond Cream rose 24 per cent during the first month of the "Hall of Fame" broadcasts, the increase for the cream being 42 per cent.

A STATISTICAL analysis of the expenditures of the 100 leading radio advertisers, with a breakdown showing the division between the NBC networks and CBS, is set forth in *Behind the Charts*, a brochure issue by NBC. The analysis shows, among other things, that:

Seventy-five of the 100 advertisers spent $19,654,660 on NBC, while 26 split their appropriations between NBC and CBS and 49 used NBC exclusively.

Total expenditures for NBC facilities by exclusive NBC advertisers were $13,990,146, or an average of $285,513 for each advertiser.

The advertisers who divided their appropriations for radio spent $5,664,514 or an average of $217,886 on NBC and $3,579,811 or an average of 137,685 on CBS.

The brochure also shows expenditures by industrial classifications on each network, and carries a score of case histories of extraordinary results obtained by NBC sponsors.

XUM

We Pay Our Respects To—

EDGAR LUTHER BILL

HIS LOVE of the soil, added to his heritage of printer's ink, combine to make "Eddie" Bill an ideal broadcasting executive. More than that, he is a chap of loveable personality, quiet, self-effacing and "regular." There is probably not a person in American broadcasting who can count more wholehearted friendships than "Eddie" Bill. Today, approaching the ripe old age of 42, he is still "Eddie" to everybody in the industry, as he has been since the old Hoover radio conference days and as he always will be even after senility creeps into his bones.

No one but his mother could call him anything else. He is short, only a few hands taller than his compatriot of pioneer broadcasting days—the "Little Colonel" Lambdin Kay. There is a perennial boyishness about him that would render the appellation "Edgar" wholly misfit. That affectionate "Eddie" suits him to the proverbial T.

It was almost exactly 10 years ago that "Eddie" Bill was called to the helm of WLS, Chicago, which on April 12 observed its tenth anniversary. He was asked to organize that radio station for the Sears-Roebuck Agricultural Foundation because of his farm and newspaper experience. His record at WLS for seven years, and his subsequent record as operator of his own station, WMBD, Peoria, Ill., bear out his high qualifications for handling so important a public service medium as broadcasting.

"Eddie" Bill was born in Champaign, Ill., Oct. 13, 1892, one of four sons of a well known newspaperman. He attended grade and high schools at Normal, Ill., and for two years attended the University of Illinois.

Leaving college, he became a reporter on the *Bloomington* (Ill.) *Daily Pantagraph*, later graduating into the Chicago newspaper field. For three years he was field editor of the *Orange Judd Farmer*. Then the call of the soil took him to Wisconsin, where he purchased a farm and for three years milked a herd of 20 Guernseys.

From the farm he returned to take the position of publicity director for the Illinois Agricultural Association, which post he held for three years. He tried his hand at organizing a film corporation specializing in rural pictures. He produced several of them, but they did not go. So he returned to his old job at the Illinois Agricultural Association.

When in 1924 the Sears-Roebuck foundation called him to start its radio station, he set about to learn about radio. He attended all the early Hoover conferences, watched the organization of the NAB, served as an NAB director for six years. His forte was production and the development of new stars. At times, for Sears-Roebuck, he maintained extensive programs on WFAA, Dallas; WSB, Atlanta, and KMBC, Kansas City.

WLS is and always has been devoted primarily to agricultural interests, and "Eddie" Bill soon learned that the farmer likes a lot of what city folk like. But he also likes distinctive farm programs, and it was "Eddie" Bill who inaugurated the now famous WLS Barn Dance, the WLS Dinner Bell Farm Program and the WLS Showboat.

Those early days were days of one-man stations, but WLS was different in that it had a variety of personnel. There were on his staff, for example, George Dewey Hay, now of WSM, and the Ford & Glen harmony team. "Eddie" can count as his discoveries Tony Wons of "Scrapbook" fame, Bradley Kincaid, the "Mountaineer Boy," and Ruth Etting, whom he brought to radio while she was an obscure singer at the College Inn in Chicago.

His outstanding and most prideful feat was the raising via radio of $218,000 in six days for Indiana and Illinois cyclone relief during the 1925 holocaust.

When WLS was sold to Burridge Butler and his *Prairie Farmer* in 1928, "Eddie" retained the managership. He always had a hankering for a radio station of his own, and in 1931 he purchased WMBD, Peoria. There he has maintained the same policy of building a station for the community, just as he endeavored to build WLS for the middle western farming community. He found that a policy of Public Service First actually brought returns in dollars and cents, and he believes his station has more public service features to its credit than any station in the country of its size.

"Eddie" is married, and has three sons—Edgar, Jr., 15; Howard, 13; and Robert, 7—who are his chief hobbies. He likes the out-of-doors, boating, fishing and winter rabbit-hunting being his favorite sports. He is a member of Sigma Pi fraternity and a Shriner, and in Peoria belongs to the University Club, Creve Coeur Club, Rotary, Advertising & Selling Club and Illinois Valley Yacht Club. He is a director of the Peoria Association of Commerce and chairman of its convention committee.

PERSONAL NOTES

C. L. McCARTHY, who resigned as station relations manager and assistant to the general manager of NBC in San Francisco to accept the position of assistant general manager of KFI, Los Angeles, resigned the latter post on April 1 after six weeks in southern California.

ROBERT S. ELLIOTT has been added to the commercial staff of KGB, San Diego. He was formerly with the advertising department of the *San Diego Sun* and was at one time with the *Kansas City Star* and the *Intercollegiate Press*.

RAY HENDERSON has joined the sales staff of KMOX, St. Louis. He was formerly with Scott-Howe-Bowen, Inc., and the Rauthraff & Ryan agency.

E. Z. JONES, for the last three years a salesman-announcer with WBIG, Greensboro, N. C., has been promoted to commercial manager in charge of operation, according to W. C. A. Hammel, Greensboro business man, who was elected president and trustee in the recent reorganization. Kenneth Paul remains as program director and Wayne Nelson as chief engineer.

JOHN SHEPARD, III, president of the Yankee Network, returned to Boston April 22, after a three weeks' vacation in Florida.

CARL HAVERLIN, sales manager of KFI, Los Angeles, has been named regent representing the radio section of the newly formed American Arts Foundation of Los Angeles, which proposes to establish a Radio Academy as part of its plans.

H. W. COLE, manager of KGER, Long Beach, Calif., returned to his desk early in April after an illness of several weeks.

DON LONG, managing editor of the *Hollywood News* before its merger with the *Citizen*, has joined the staff of the Press-Radio Bureau, Pacific coast division, in Los Angeles.

GEORGE TURNER, former publicity director of KHJ, and later script writer with Earnshaw-Young, Inc., on April 3 started a weekly lecture course on writing for radio at the downtown evening division of the University of Southern California, Los Angeles.

HENRY C. MAAS, sales traffic manager of NBC in San Francisco, has become engaged to Miss Grace Ethel Mossey, of Alameda, Calif., according to an announcement made on Easter Day. No date for the wedding has been set.

BERTINA CONGDON quit KMBC, Kansas City, Mo., as traffic manager to marry Hugh Studebaker, former KMBC announcer, now in Chicago, on April 1. Jimmy Patt has taken over the traffic work.

GASTON W. GRIGNON, former radio editor of the *Wisconsin News* and during the last three years public relations director and technical advisor of WISN, Milwaukee, has been named general manager of WISN, succeeding H. R. Burke, resigned, according to J. L. Kaufman, former manager of WCAE, Pittsburgh, who on March 26 was appointed executive of the American Radio News Corp., Hearst radio subsidiary.

HERBERT L. PETTEY, secretary of the Radio Commission, returned April 7 from Oklahoma City and Dallas where he accompanied Ben S. Fisher, assistant chief counsel of the Commission, to assist in prosecuting cases against several outlaw stations. Mr. Fisher remained in the southwest and may not return for a month.

PHILLIP G. LOUCKS, managing director of the NAB, and Sol J. Taishoff, editor of BROADCASTING, sailed with their wives April 4 on the *Queen of Bermuda* for a vacation in Bermuda. They will return to Washington April 17.

NANCY FRAZER, formerly publicity director of KMOX, St. Louis, has been appointed publicity manager of World Broadcasting System. She was married April 2 to Earle Meyer, and they are making their home in New York.

EDWARD BOROFF, on the sales staff of the NBC Chicago division, and Mrs. Boroff are parents of a son, born March 27.

HERBERT SHERMAN, formerly on the sales staff of WBBM, Chicago, has been made commercial manager of WJJD and WIND, Chicago.

DEAN JOHNSON and his brother, John Johnson, have joined the advertising staff of WMBH, Joplin, Mo. WMBH has also appointed Robert H. Friedheim, former reporter for the *Joplin Globe & News Herald*, as program director.

FRED WEBER, Chicago station relations manager of NBC, left in latter March on a tour of stations, which took him to Omaha, Washington, Dallas, and various cities in the southwest. He was due to return to Chicago by April 15.

FRANK BOWERS has joined the advertising sales staff of WVBA-WSAN, Allentown, Pa.

LOREN WATSON, formerly manager of WGST, Atlanta, has been appointed manager of WIBX, Utica, N. Y.

BERTRAM LEHBAR, of the sales staff of WOR, Newark, and Mrs. Lehbar are the parents of a son.

JOHN ROYAL, NBC vice president in charge of programs, was in San Francisco during early April to confer with Don E. Gilman, NBC western vice president, before leaving for Los Angeles.

RALPH BRUNTON, manager of KJBS, San Francisco, has effected a number of changes in his executive staff by creating three new positions and appointing Frank Cope as chief producer, Harry Wickersham as assistant and Gene Clark as chief announcer. Frank X. Galvin, former production manager of KTAB, has rejoined KJBS as continuity writer and announcer, while Charles Parker has left to join a commercial radio firm.

EMIL GOUGH, Hearst Radio Service director, left San Francisco April 9 for New York, leaving Ollie Tuttle in charge of the San Francisco offices.

CECIL UNDERWOOD has been promoted from production to assistant program manager of NBC in San Francisco, and Donald Cope has moved up from producer to Underwood's former position. In the musical department Walter Beban has resigned as director, to be succeeded by Clyde Doerr, previously on eastern networks.

BEHIND THE MICROPHONE

MAURICE THOMPSON, studio director of WCKY, Cincinnati, and Elmer H. Dressman, WCKY continuity and publicity director, have been elected to membership in the Cincinnati Variety Club. Lee Goldsmith, "Little Colonel" of WCKY, Cincinnati, was master of ceremonies at the Miss Radio Night staged by the Netherland Plaza Hotel in honor of 60 young ladies entered in WCKY's "Miss Radio of 1934" contest.

BILL ETTERS, formerly with WIND, Gary, Ind., has gone to Los Angeles to become affiliated with broadcasting.

Just recorded
"CRAZY QUILT"
A mad jamboree of mirth, melody, and nonsense made that way by Elvia Allman, Lindsay MacHarrie, while Benny Light and Sidney Cutner, syncopaters on the ivories, hold it together with music that IS music.
Ideal for low cost spot broadcasting
EARNSHAW-YOUNG, Inc.
Hollywood
1512 News Building
New York
Detroit, Philadelphia, St. Louis, Chicago

JUSTINE TIGERT, who appeared on one of the first commercial accounts handled by WSM, Nashville, in 1928, has returned to that station as soloist. Kay Goss, vocalist, who with Bobby Tucker, pianist, has appeared on WFLA-WSUN, has joined the staff of WSM.

EDWARD STODEL, former newspaperman and author of transcription series called "This Day in History," on April 1 joined the continuity staff of KFI, Los Angeles.

GRACE GIBSON, formerly office secretary for Freeman Lang's Hollywood sound studios, on May 2 will sail aboard the *Mariposa* for Sydney, Australia, to become secretary for the new transcription department of 2GB, Sydney.

TED BRAUN, manager of the Artists Bureau of KHJ, Los Angeles, on April 1 resigned from the position.

TED DOOLITTLE, the "Village Nutsmith" at WBT, Charlotte, N. C., has completed his contract with the local Atwater-Kent distributors, and will go to WIBX, Utica, N. Y., for the summer. He plans to return to Charlotte in the fall. He will go to Atlantic City to take part in the national Atwater-Kent convention program on June 15. He will also do some transcription work in New York City for SHB.

RAY BAILEY, former music director of KFAC-KFVD, Los Angeles, has been appointed music director of the Los Angeles Breakfast Club on a part-time basis.

H. C. CONNETTE, formerly NBC feature writer, has joined the staff of KYA, San Francisco.

WILLIAM MELIA, night club announcer, has joined WNEW, Newark, to cover the late-night Dance Parade feature. He has been heard recently on the Old Gold and Kraft Cheese network programs.

CKLW AUDIENCE BUYS!
Ask THE LOCAL ADVERTISERS
The best guide to the effectiveness of any advertising medium is the local advertiser. He knows that the CKLW audience BUYS . . . that's why CKLW carries more local advertising than any other network station in the vast Detroit area.
Member COLUMBIA Basic Network
CKLW
THE INTERNATIONAL STATION
5,000 Watts 840 Kc. In the Center of the Dial
Windsor offices— Guaranty Trust Bldg., Phone—4-1155
Detroit offices— Union Guardian Bldg., Phone—CAdillac 7200

SARA LANGMAN, continuity writer at KFWB, Hollywood, early in April went to Palm Springs, Cal., for six weeks to ward off a threatened nervous breakdown. Her radio serials over KFWB have been discontinued in the meantime, with the exception of her weekly adaptation of a Warner's film for the air.

RAY HAMILTON, formerly an announcer with WEAF, WJZ and WOV, has joined the studio staff of WINS, New York, following the resignation of Lew Anchor.

FRANCIS CHAMBERLAIN, program director of WNBR, Memphis, is again on the air after three weeks absence following a relapse from an old appendicitis operation.

THOMAS HORAN, of the production department of the NBC Chicago division, and Mrs. Horan are parents of a daughter, born April 1.

AL SHORT has returned to the production department of the NBC Chicago division after a year in the network's New York studios.

HAROLD ISBELL, announcer identified with KYW in the early days of radio, has been added to the staff of the CBS Chicago division.

CHESTER LAUCK and Norris Goff (Lum and Abner) are now sponsored by Horlick's Malted Milk over WCCO, Minneapolis, four nights weekly.

DONALD MIHAN has been transferred from the page staff to junior production, and Wilbur Rehman has been made an assistant in the sound effects department in the NBC Chicago division.

VIRGINIA GOSS, head hostess in the NBC Chicago division, married Robert S. Archer, Milwaukee metallurgist, April 5, in Evanston, Ill. Verjean Ritchie was appointed to succeed Miss Goss.

GEORGE BIGGAR, program director of WLS, Chicago, celebrated his tenth anniversary in radio on April 12. coincident with WLS's observance of its tenth anniversary.

HARRY K. RICHARDSON, announcer, resigned from the staff of KTUL, Tulsa, April 7, leaving for eastern points.

JOHN BURKE, Fordham University student, has joined WINS, New York, to replace Bob Arthur, announcer, who resigned.

EDDIE ROBINSON, formerly in sales service activity at KHJ, Los Angeles, has joined the program staff of KNX, Hollywood.

W. H. CHERRY, formerly of the publicity department of General Electric in Schenectady, has joined the continuity department of KMOX, St. Louis.

DON ALLEN, continuity editor of KFWB, Hollywood, has just received a license for his amateur station, to be known as W6KNE.

RALPH ROGERS, formerly with WBT and WJTL, has joined WTOC, Savannah, Ga., as program director. Floyd Gaither, who came to WTOC from WJTL, has left to become an announcer for WGST, Atlanta.

LEWIS REID, program director of WOR, Newark, will return to New York, April 16, following a 10-day cruise in the Caribbean on board the *Mauretania*.

GEORGE TAYLOR has been named to handle the publicity and to do production work on the newly reassembled staff of KTAB, San Francisco.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD. CALIF.

DON CLARK, formerly continuity and dramatic director of CBS, who has just completed the organization of the program department of WNEW, Newark, has joined Cleveland B. Chase Co., radio program producers, 424 Madison Ave., New York, as program and continuity director.

ALLEN SISSON has joined the staff of WHAM, Rochester, as announcer and publicity man. Frank Kelly, director of publicity, is on a brief leave of absence.

IN THE CONTROL ROOM

THE NINTH annual convention of the Institute of Radio Engineers has been scheduled to take place in Philadelphia, May 28, 29 and 30.

J. CLAYTON RANDALL, chief engineer of WTIC, Hartford, interviewed Hiram Percy Maxim, the famous inventor and president and founder of the American Radio Relay League, on the occasion of that amateur radio organization's twentieth anniversary April 6. WTIC broadcast the interview.

WILLIAM RATLIFFE, an electrical engineering student of Georgia School of Technology, has joined the operating staff of WTOC, Savannah, Ga., under the plan of that school to send its students to radio stations on a temporary basis to gain experience. J. W. Watson has returned to Georgia Tech after spending a three-months apprenticeship at WTOC.

H. L. BIXBEE, Sr., chief engineer of WCAE, Pittsburgh, has been moved temporarily to WISN, Milwaukee, as acting chief engineer to fill the position formerly held by Morris Thomas, resigned.

C. FRANCIS JENKINS, the television inventor, is recovering from a recent heart attack at his home, 5502 Sixteenth Street, Washington, D. C. He has been confined to his home with illness for several years.

HUNTER REYNOLDS, an engineer on the NBC Chicago staff, is composer of "Tired Eyes," a slumber song which has its premiere April 9 during the Carnation "Contented Hour."

FLOYD RICE, formerly with the Roller-Smith Co., Bethlehem, Pa., makers of electrical instruments, has joined the operating staff of WCBA-WSAN, Allentown, Pa.

KENNETH GARDNER, chief operator of WHAM, Rochester, and Mrs. Gardner are parents of a daughter, Suzanne, born last Jan. 4.

JAMES GARDNER, plant man at KMBC, Kansas City, Mo., was married March 24 to Helen Grace Bishop.

FRANK FALKNOR, chief engineer of WBBM, Chicago, has been named central division engineer of CBS with headquarters in the Wrigley Bldg.

H. M. SMITH, formerly with Doolittle & Falknor, Chicago engineering concern, has joined the engineering staff of the Canadian Radio Broadcasting Commission.

H. KIKUTANI, chief engineer of the Tokyo Wireless, Japan, toured the NBC Chicago division as a guest of Howard Luttgens, divisional engineer, March 6.

RUSSELL STURGIS, of the engineering staff of the NBC Chicago division, and Mrs. Sturgis are parents of a son, born recently in Chicago.

Adolphe Dumont

ADOLPHE DUMONT, musical director of WGN, Chicago, succumbed to a heart attack while conducting rehearsals in the studios on March 28. He had been with WGN for the last six months. Burial was in Chicago.

XUM

AT THE SERVICE OF ADVERTISERS . . .

TWO OF AMERICA'S MOST CELEBRATED HOME ECONOMISTS!

HOME ECONOMIST
DIETICIAN
COOKING EXPERT

MISS ELSIE CAROL

Graduate of Lewis Institute of Chicago. For years a teacher of Home Economics. Pioneered in Home Economics Field in newspapers. 9 years as director of Home Service Bureau of large manufacturer. Authority on Chain Store merchandising. Conducted cooking classes throughout U. S. Charming, able, confidence-inspiring. Now Director WCAU Food Service.

HOME ECONOMIST
ORGANIZER
LECTURER
ADVERTISING AGENCY CONSULTANT

DR. ALLENE HOUGHTON
(Formerly PRUDENCE PENNY)

Vassar (A. B.), Radcliffe (A. M. and Ph. D.), University of Berlin, Art Institute of Chicago, Carnegie Institute of Technology. 8 years at Rockford (Ill.) College, Goucher College and University of Ill. as teacher. Dept. Store and Advertising Agency consultant, organizer, lecturer. Now WCAU Home Counselor.

Here's a precious set of facts: Women make 85% of all retail purchases. There are MORE home-owning families in Philadelphia than in any other city on this continent. WCAU's Women's Club of the Air is a workable advertising medium, conducted by specialists. It SELLS GOODS.

VISIBLE PART OF THE AUDIENCE

These broadcasts are conducted by recognized experts who know the art of making prospects LISTEN, THEN ACT! Yours, in addition to the thousands of listeners-in.

WHAT! MEN IN A WOMEN'S CLUB?

WCAU Women's Club of the Air facilities are utilized at night for the instruction of chain store managers and salesmen. Let these "point-of-sale" people learn how to best sell YOUR product!

WRITE OR WIRE TODAY FOR ALL DETAILS!

★ WCAU PHILADELPHIA

PHILADELPHIA'S 50,000 WATT STATION

WOMEN'S CLUB OF THE AIR ★ ★

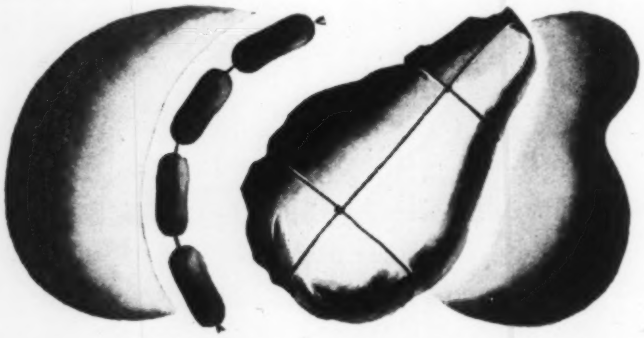
SELL THEM IN SUMMER

THEY LISTEN—AND BUY—WHEN YOU SELL THEM THROUGH RADIO SALES STATIONS . . . KEY OUTLETS OF THE COLUMBIA BROADCASTING SYSTEM

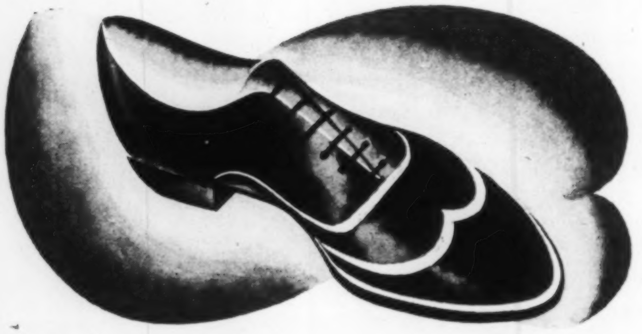
Last summer's records are only a forecast of this summer's. Sales in summer 1934 will be multiplied by the biggest audience in radio history*—and the most prosperous in years. Sell Radio Sales listeners: peak audiences of the Columbia Broadcasting System. Do these summer listeners BUY? Let's look at the record:

---

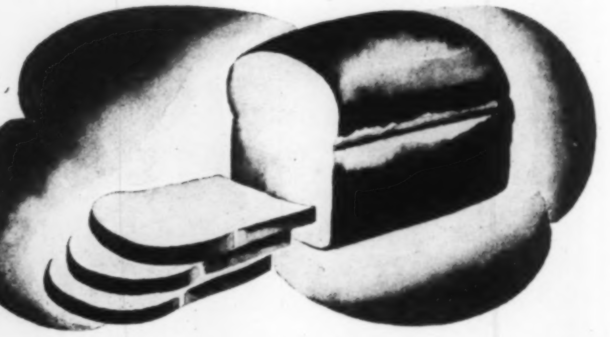
*See Study of the Summer 1934 audience by Columbia Broadcasting System.



19 plain words from leading meat packer: ". . . products featured during summer showed the same increase following radio advertising as those . . . which were featured during the winter."



Large mid-West shoe company writes: "We have found the summer months as satistactory for radio advertising as any other time during the year . . . We have carefully checked this . . ."

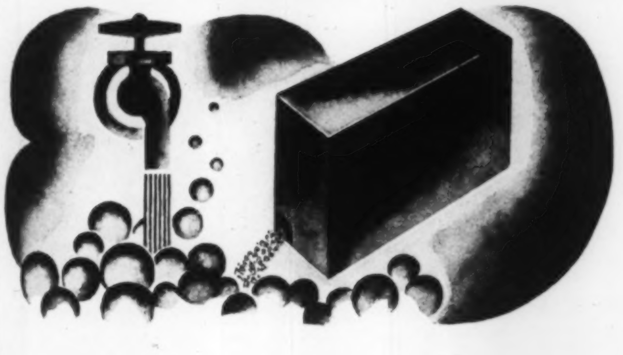


Re: response to bakery's radio offer, Phone Co. wrote: "Necessary for you to have 30 lines attended by 30 employees . . . Response prevents normal service to our other patrons."

Letter from one of the largest furriers: "Our experience has proven that radio advertising can be as productive during summer months as any other time of year."

Jewelry retailer: "Radio programs were responsible for surprisingly large increase in business during past summer. As important as winter campaigns and . . . even more profitable."

Hudnut repeated same offer, over same station, during July, August, September. An exact basis for comparison . . . but the July and August program returns were 7% above September's.



General Foods, after West Coast campaign for Washing Powder: "We credit use of radio throughout the summer with the success of our merchandising plans."

WABC
NEW YORK

WBBM
CHICAGO

WKRC
CINCINNATI

WJSV
WASHINGTON

WBT
CHARLOTTE

KMOX
ST. LOUIS

WCCO
MINNEAPOLIS-ST. PAUL

WPG
ATLANTIC CITY

WFBL
SYRACUSE

KHJ
LOS ANGELES

KGB
SAN DIEGO

KFRC
SAN FRANCISCO

RADIO SALES, INC. SUPPLIES A COMPLETE SERVICE FOR LOCAL AND "SPOT" BROADCASTING OVER THE MAJOR COLUMBIA NETWORK STATIONS LISTED ON THIS PAGE

485 MADISON AVENUE, NEW YORK CITY
TELEPHONE PLAZA 3-2520

410 NORTH MICHIGAN AVE., CHICAGO
TELEPHONE WHITEHALL 6000

RADIO SALES, INC.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WOW, Omaha, Neb.: American Cranberry Exchange, New York (Eatmor Cranberries), announcements, thru Gotham Advertising Co., N. Y.; Dodge Motor Co., Detroit, transcriptions, Ruthrauff & Ryan, N. Y.; Hills Brothers Coffee Co., San Francisco, transcriptions, N. W. Ayer & Son, N. Y.; National Refining Co., Cleveland (White Rose gas and oil), announcements, Hubbell Advertising Agency, Cleveland; Numismatic Co., Ft. Worth (rare coins), transcriptions, SHB; Nyal Co., Detroit (Nyal Ucatone), announcements, A. T. Sears & Son, Chicago; Pathfinder Magazine, Washington, D. C., announcements, First United Broadcasters, Chicago; Plough Chemical Co., Memphis (drugs), transcriptions, SHB; Maryland Pharmaceutical Co., Baltimore (Rem), announcements, Joseph Katz Agency, Baltimore; Skelly Oil Co., Kansas City, Mo. (Skelly gas and oil), transcriptions, Russell Comer Agency, Kansas City.

WMT, Waterloo, Ia.: Carter Medicine Co. (Carter's liver pills), 1-minute transcription weekly, 1 year, thru Spot Broadcasting Co., N. Y.; Sem Co., Dyersville, Ia. (hog remedy), 5-minute periods, 1 month, direct; Black Hawk Coffee & Spice Co., Waterloo, hour transcription, twice weekly, 52 weeks, direct; Western Grocery Co., Marshalltown, Ia., 3 quarter hours weekly, 52 weeks, Coolidge Advertising Agency, Des Moines; Star Brewing Co., Dubuque, Ia., two band concerts weekly, 52 weeks, direct; Mid-Continent Petroleum Co., Tulsa, Okla. (DX gasoline), two announcements daily except Saturday, 1 month, R. J. Potts, Kansas City, Mo.; Mel L. Webster Seed Co., Independence, Ia.

WBT, Charlotte, N. C.: Dorothy Perkins Co., New York (cosmetics), weekly transcription, 13 weeks, thru The Ridgway Co., Chicago; Merrold Johnson, Chicago (cosmetics), 146 announcements, Heath-Seehof, Inc., Chicago; Ironized Yeast Co., Atlanta, thrice weekly transcriptions, 26 programs, Ruthrauff & Ryan, N. Y.; Dodge Motor Co., Detroit, 100 announcements, Ruthrauff & Ryan, Chicago; Gillette Safety Razor Co., Boston, 52 announcements, Radio Sales, N. Y.; Pure Oil Co. of Carolina, Charlotte branch, studio program, once weekly, 26 weeks, Freitag Agency, Atlanta; Stanback Co., Salisbury, N. C. (headache remedy), 312 announcements, J. Carson Brantley Agency, Salisbury; Walker Remedy Co., Chicago (chicken remedy), 26 announcements, Weston-Barnett, Inc., Waterloo, Ia.; Willard Tablet Co., Chicago (Willard Tablets), 3 studio programs weekly, 39 programs, First United Broadcasters, Chicago; Clark Brothers Chewing Gum Co., Pittsburg (Teaberry gum), 2 transcriptions weekly, 15 weeks; Crazy Water Crystals Co., Charlotte branch, Saturday Night Barn Dance, 52 weeks, direct.

WABC, New York: R. L. Watkins Co., New York (Mulsified Coconut Oil Shampoo), on April 2 started Ohman & Arden and Orchestra with Lillian Roth and Ed Nell, Jr., Mondays, 10:30-11 p. m., EST, thru Topping & Lloyd, Inc., N. Y.

WPTF, Raleigh, N. C.: Watch Tower Society, Brooklyn (Judge Rutherford talks), quarter-hour transcriptions, Sunday, 52 weeks, direct; McCormick & Co., Inc., Baltimore (Banquet Tea), 63 announcements, thru Van Sant, Dugdale & Co., Baltimore.

WLS, Chicago: United Remedies, Chicago (Kolorbak, Germania Herb Tea, Acidine), half-hour studio programs daily, 52 weeks, thru Heath-Seehof, Chicago; United Remedies, Chicago (Peruna), 15 minutes daily, 52 weeks, Heath-Seehof, Chicago; Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 15-minute studio programs, 3 times weekly, 26 weeks, Wade Advertising Agency, Chicago; Illinois Bottled Gas Co., Chicago (Dri-Gas), 15 minutes weekly, 5 times, Wade Advertising Agency, Chicago; John Morrell Packing Co., Waterloo, Ia (Red Heart Dog Food), 5-minute programs, 3 times weekly, 13 weeks, Henri, Hurst & McDonald, Chicago; Kitchen Art Foods, Inc., Chicago, renewed twice weekly, 5-minute programs, 26 times, thru Rogers & Smith, Chicago; E. H. Rucker, Ottumwa, Ia. (baby chicks), renewed 12 announcements, direct; Justrite Co., Milwaukee (bird seed), 13 fifteen-minute studio programs, Gustav Marx Advertising Agency, Milwaukee; E. E. Hess Co., Brook, Ind. (Hess Witch Hazel creme), fifteen 5-minute programs, thru Rogers & Smith, Chicago; Coleman Lamp & Stove Co., Wichita, Kans. (lamps), 26 transcription announcements, Potts-Turnbull, Kansas City, Mo.

WJDX, Jackson, Miss.: Carter Medicine Co., New York (Carter's liver pills), 3 one-minute transcriptions, weekly, 52 weeks, thru Spot Broadcasting Co., N. Y.; McCormick & Co., Inc., Baltimore (Banquet Tea), 63 announcements, Van Sant, Dugdale & Co., Baltimore; National Refining Co., Cleveland (White Rose gasoline and En-ar-co motor oil), 21 announcements, Hubbel Advertising Agency, Cleveland; Pan American Petroleum Corp., New Orleans (Pan American gas and oil), 54 announcements, Fitzgerald Advertising Agency, New Orleans; Ironized Yeast Co., Atlanta, three 5-minute transcriptions weekly, 26 programs, Ruthrauff & Ryan, N. Y.; Nyal Co., Detroit (Nyal Ucatone), transcriptions and announcements, A. T. Sears & Son, Chicago; R. L. Watkins Co., New York (Dr. Lyons tooth powder), one half-hour transcription weekly, 13 weeks, Blackett-Sample-Hummert, Inc., N. Y.; United Drug Co., Boston (Rexall 1-cent sale), 5 quarter-hour transcriptions, Spot Broadcasting Co., N. Y.

WOR, Newark: Maryland Pharmaceutical Co., Baltimore (Rem), time signals and weather forecasts, 26 weeks, thru Katz Advertising Agency, Baltimore; Socony-Vacuum Corp., New York (gasoline and oil), eight 5-minute broadcasts, J. Stirling Getchell, N. Y.; Mennen Co., Newark (shaving cream), sports resume 3 days weekly, 13 weeks, Hommann, Tarcher & Sheldon, N. Y.; W. L. Beyer, New York (Mankind dog food), 5 minutes 3 days weekly, 13 weeks, Grant, Wadsworth & Casimin, Inc., N. Y.; Sheffield Farms Co., New York (dairy products), quarter hour twice weekly, 13 weeks, N. W. Ayer & Son, N. Y.; General Baking Co., New York (Bond Bread), Uncle Don, Sundays, 13 weeks; United States School of Music, New York (correspondence course), 15-minute transcriptions, once weekly, Rose-Martin, Inc., N. Y.; Garfield Tea Co., Brooklyn (Garfield Tea), quarter hour 5 days weekly, 7 weeks, H. W. Kaster & Sons, N. Y.

KOMO, Seattle: Bulova Watch Co., New York, time signals, 20 times, thru Biow Co., N. Y.; Gillette Safety Razor Co., Boston, 52 announcements, Ruthrauff & Ryan, N. Y.; True Confessions Magazine, Minneapolis, 2 announcements, Critchfield - Graves Co., Minneapolis; Iokelp Co., Los Angeles (Iokelp), 5-minute transcriptions, twice weekly, 5 weeks, Walter Biddick Co., Los Angeles; Carter Medicine Co., New York (Carter's liver pills), announcements, 52 weeks, Street & Finney, N. Y.; Hemphill Diesel Engineering School, Los Angeles, two 5-minute transcriptions, R. H. Albert Co., Los Angeles.

KSL, Salt Lake City: Blatz Brewing Co., Milwaukee, 52 announcements, thru Klau-Van Pietersom-Dunlap Associates, Milwaukee; Shell Oil Co., St. Louis, 66 announcements, J. Walter Thompson, St. Louis.

KLZ, Denver: Central Shoe Co., St. Louis (Robin Hood shoes), 26 fifteen-minute transcriptions, thru Jimm Daugherty, Inc., St. Louis; Shell Oil Co., St. Louis, 66 announcements, J. Walter Thompson Co., St. Louis.

KGB, San Diego, Calif.: Wilshire Oil Co., Los Angeles, half hour weekly, 13 weeks, thru Don B. Miner Co., Los Angeles.

ELECTION RETURNS—No newspaper tieup was needed by KVI, Tacoma, Wash., during the recent local and county elections. Edward Jansen, manager, shown at microphone, simply installed lines in the county courthouse and read the official returns as fast as they were received and tabulated. He was aided by Announcer McAllister and Chief Engineer Wallace.

KXYZ, Houston, Tex.: Numismatic Co., Ft. Worth (old coins), one 15-minute transcription, thru Guenther-Bradford Co., Chicago; Frito Co., San Antonio, 52 announcements, Parker-Valentine Agency, San Antonio; Pillsbury Milling Co., Minneapolis (flour), 56 announucements, direct; Rumford Co., Rumford, R. I., 28 announcements, F. M. Lewis & Co., San Antonio; Pancrust Plato Co. (shortening and cooking oil), 28 announcements, Franke-Wilkinson-Schwietz, Inc., Houston; Duncan Coffee Co., Houston, 56 announcements, Jay H. Skinner Agency, Houston; OK Coffee Dispenser Manufacturing Co., Wichita, Kans, 14 announcements, National Newspaper Enterprises, Inc., Dallas; B. F. Trappey's Sons, Inc. (canned foods), New Iberia, La., 28 announcements, direct; Humble Oil & Refining Co., Houston, 112 announcements, Franke-Wilkinson-Schwietz, Inc., Houston; Halls Credit Clothing Co., Dallas, 52 announcements, direct; Watch Tower Society, Brooklyn, 15-minute transcription weekly, 1 year and 1 hour remote from Los Angeles, direct; Nyal Co., Detroit (Nyal Ucatone), 15-minute transcription weekly, thru local dealers; Julian, Inc., Dallas (hand lotions), 52 announcements, direct; Praetorian Life Insurance Co., Dallas, 52 quarter-hour transcriptions and daily announcements, direct.

WCAE, Pittsburgh: Summit Hotel, Uniontown, Pa., 52 announcements, thru W. Earl Bothwell, Pittsburgh; Knox Gelatine Co., Inc., Johnstown, N. Y., 26 announucements, Federal Advertising Agency, N. Y.; Socony-Vacuum Corp., New York (gasoline and oil), 13 transcriptions, J. Stirling Getchell, N. Y.; Vick Chemical Co., Greensboro, N. C. (Vick's Vaporub), 54 announcements, Morse International, Inc., N. Y.; Studebaker Motor Co., South Bend, Ind., 52 announcements, Roche, Williams & Cunnyngham, Chicago; Dodge Motor Co., Detroit, 22 announcements, Ruthrauff & Ryan, N. Y.; Carter Medicine Co., New York (Carter's liver pills), 26 announcements, Street & Finney, N. Y.; Bay State Fish Co., Boston (40 Fathom Fish), 26 announcements, Street & Finney, N. Y.

KPO, San Franciso: Nourishine Mfg. Co., Los Angeles (hair tonic), 5 minutes weekly, renewal, thru Hughes-Morton, Los Angeles; Golden State Co., Ltd., San Francisco (dairy products), quarter-hour twice weekly, N. W. Ayer & Son, San Francisco; Quaker Oats Co., Chicago (cereal), Babe Ruth transcriptions, quarter-hour weekly, Fletcher & Ellis, N. Y.; Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer), three 15-minute transcriptions weekly, renewal, Walter Biddick Co., Los Angeles; Iokelp Co., San Diego, 5-minute transcriptions, twice weekly, Heintz-Pickering Co., Los Angeles.

WRVA, Richmond, Va.: Numismatic Co., Ft. Worth (old coins), two weekly transcriptions, renewal, SHB; Gillette Safety Razor Co., Boston, 24 announcements, Ruthrauff & Ryan, Detroit; Quaker Oats Co., Chicago (cereal), Babe Ruth transcriptions, once weekly, 13 weeks, SHB; Provident Mutual Life Co., Philadelphia, once weekly, 4 weeks, WBS.

WMAQ, Chicago: Knox Gelatine Co., New York (gelatine), 15-minute transcriptions, twice weekly, 52 times, thru Federal Advertising Agency, N. Y.; Battle Creek Food Co., Battle Creek, Mich., 5-minutes, 3 times weekly, 117 times, Erwin Wasey Co., Chicago; Armand Co., Des Moines (cosmetics), renewal, nine 15-minute transcriptions, Reincke, Ellis, Younggreen & Finn, Chicago.

WENR, Chicago: College Inn Foods Co., Chicago (food products), 15-minute studio programs, 3 times weekly, 39 times, Blackett-Sample-Hummert, Chicago.

KOA, Denver: Marshall Canning Co., Marshalltown, Ia. (canned vegetables) 5-minute programs 3 days weekly, 26 times, thru Erwin, Wasey Co., Chicago.

Reading Like

AN HONOR ROLL

. . . of . . .

American Broadcasting

THERE are no "haywires" in this list of stations which in the past and present have used and are using BROADCASTING MAGAZINE to carry their sales and institutional messages to the advertising agencies, the national radio advertisers and the radio broadcasting industry at large.

THESE are leaders in their respective fields—advertising media that *believe in advertising* their own wares and virtues in the *only true medium* of the business of broadcasting.

IF your station isn't on this Roll of Honor—well, we think it ought to qualify soon, in its own best business interests as well as ours!

National Broadcasting Company

Including

WBZ *Boston, Mass.*
WBZA *Springfield, Mass.*
WEAF *New York, N. Y.*
WENR *Chicago, Ill.*
WGY *Schenectady, N. Y.*
WJZ *New York, N. Y.*
WMAL *Washington, D. C.*
WMAQ *Chicago, Ill.*
WRC *Washington, D. C.*
WTAM *Cleveland, Ohio*
KDKA *Pittsburgh, Pa.*
KEX *Portland, Ore.*
KGA *Spokane, Wash.*
KGO *San Francisco, Cal.*
KOA *Denver, Colo.*
KPO *San Francisco, Cal.*
KYA *San Francisco, Cal.*
KYW *Chicago, Ill.*

Columbia Broadcasting System

Including

KMOX *St. Louis, Mo.*
WABC *New York, N. Y.*
WBBM *Chicago, Ill.*
WBT *Charlotte, N. C.*
WCCO *Minneapolis, Minn.*
WJSV *Washington, D. C.*
WKRC *Cincinnati, Ohio*
WPG *Atlantic City, N. J.*

Don Lee Broadcasting System

Including

KDB *Santa Barbara, Cal.*
KERN *Bakersfield, Cal.*
KFBK *Sacramento, Cal.*
KFPY *Spokane, Wash.*
KFRC *San Francisco, Cal.*
KGB *San Diego, Cal.*
KHJ *Los Angeles, Cal.*
KMJ *Fresno, Cal.*
KOIN *Portland, Cal.*
KOL *Seattle, Wash.*
KVI *Tacoma, Wash.*
KWG *Stockton, Cal.*

Yankee Network

Including

WDRC *Hartford, Conn.*
WEAN *Providence, R. I.*
WFEA *Manchester, N. H.*
WICC *Bridgeport, Conn.*
WLBZ *Bangor, Maine*
WMAS *Springfield, Mass.*
WNAC *Boston, Mass.*
WORC *Worcester, Mass.*

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CFCF *Montreal, Que.*
CKLW *Windsor, Ont.*
KDYL *Salt Lake City, Utah*
KGIR *Butte, Mont.*
KGMB *Honolulu, Hawaii*
KGVO *Missoula, Mont.*
KLRA *Little Rock, Ark.*
KMBC *Kansas City, Mo.*
KNX *Los Angeles, Cal.*
KOIL *Council Bluffs, Iowa*
KOMO-KJR *Seattle, Wash.*
KQV *Pittsburgh, Pa.*
KRSC *Seattle, Wash.*
KSD *St. Louis, Mo.*
KSO *Des Moines, Iowa*
KSTP *St. Paul, Minn.*
KSUN *Lowell, Ariz.*
KTUL *Tulsa, Okla.*
KVI *Tacoma, Wash.*
KVOO *Tulsa, Okla.*
KVOR *Colo. Springs, Colo.*
KWCR *Cedar Rapids, Ia.*
WAIU *Columbus, Ohio*
WAVE *Louisville, Ky.*
WAZL *Hazelton, Pa.*
WBAL *Baltimore, Md.*
WBAP *Fort Worth, Texas*
WCAE *Pittsburgh, Pa.*
WCAU *Philadelphia, Pa.*
WCFL *Chicago, Ill.*
WCKY *Covington, Ky.*
WCLO *Janesville, Wis.*
WCSH *Portland, Maine*
WDEL *Wilmington, Del.*
WEBC *Duluth, Minn.*
WEEI *Boston, Mass.*
WFAA *Dallas, Texas*
WFBG *Altoona, Pa.*
WFBR *Baltimore, Md.*
WGAL *Lancaster, Pa.*
WGAR *Cleveland, Ohio*
WGN *Chicago, Ill.*
WGNY *Chester, N. Y.*
WHAM *Rochester, N. Y.*
WHAS *Louisville, Ky.*
WHBF *Rock Island, Ill.*
WHK *Cleveland, Ohio*
WIL *St. Louis, Mo.*
WIP *Philadelphia, Pa.*
WIOD *Miami, Fla.*
WJAS *Pittsburgh, Pa.*
WJR *Detroit, Mich.*
WKBF *Indianapolis, Ind.*
WKZO *Kalamazoo, Mich.*
WLAC *Nashville, Tenn.*
WLBW *Erie, Pa.*
WLS *Chicago, Ill.*
WLTH *Brooklyn, N. Y.*
WLW *Cincinnati, Ohio*
WMBD *Peoria, Ill.*
WMCA *New York, N. Y.*
WMT *Waterloo, Iowa*
WNAX *Yankton, S. D.*
WOC-WHO *Des Moines, Ia.*
WOKO *Albany, N. Y.*
WOR *Newark, N. J.*
WORK *York, Pa.*
WOW *Omaha, Neb.*
WPRO *Providence, R. I.*
WPTF *Raleigh, N. C.*
WRVA *Richmond, Va.*
WSB *Atlanta, Ga.*
WSGN *Birmingham, Ala.*
WSPD *Toledo, Ohio*
WSM *Nashville, Tenn.*
WSYR *Syracuse, N. Y.*
WTIC *Hartford, Conn.*
WTMJ *Milwaukee, Wis.*
WWVA *Wheeling, W. Va.*

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**Write For
Information Regarding
Rates—Coverage
and Other Data**

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BROADCASTING
Broadcast Advertising

National Press Bldg. Washington, D. C.

MOST CANADIANS DON'T LISTEN TO STATION WAVE!

In fact, very few New Yorkers or even Chicagoans tune in on us! ● But we most positively do *cover* the 420,000 Louisville-area people who live practically within sight of our new tower —*really reach* more than twice that many logical listeners within 75 miles ● An N. B. C. outlet.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

KJR, Seattle: Gillette Safety Razor Co., Boston, announcements, 52 weeks, thru Ruthrauff & Ryan, N. Y.; Merrold Johnson, Chicago (cosmetics), six 5-minute announcements, Heath-Seehof, Chicago; Dodge Motor Co., Detroit, 22 announcements, Ruthrauff & Ryan, N. Y.; Carter Medicine Co., New York (Carter's liver pills), announcements, 3 times weekly, 51 weeks, Street & Finney, N. Y.; Numismatic Co., Ft. Worth (old coins), 1 transcription, Guenther-Bradford, N. Y.; Armand Co., New York (cosmetics), 2 announcements, Steurman Agency, N. Y.; Mello-Glo Co., New York (face powder), 6 announcements weekly, 12 weeks, Street & Finney, N. Y.; Tudor Plate Co., Chicago (silverware), announcements, 6 times weekly, 2 months, A. T. Sears & Sons, Chicago; Hills Brothers, San Francisco (coffee), 26 five-minute transcriptions, N. W. Ayer & Son, N. Y.

KOMA, Oklahoma City, Okla.: Crazy Water Crystal Co., 3 quarter hours weekly, 39 times, thru Durant, Okla., branch; Hand Medicine Co., Philadelphia (Dr. Hand's Worm Elixir and Teething Lotion), 26 announcements, John L. Butler Co., Philadelphia; Numismatic Society, Fort Worth (rare coins), 1-time transcription, Macy & Klaner, Inc., Chicago; Braniff Airways, Oklahoma City, 13 announcements, direct; Watch Tower Society, Brooklyn (Judge Rutherford), 1 time; Knox Co., Kansas City (Cystex), one transcription weekly, 13 weeks, Dillon & Kirk, Kansas City; Climalene Co., Canton, O., 5-minute transcription, 5 times, W. S. Hill Co., Pittsburgh; Bulova Watch Co., New York, daily time signals, 52 weeks, Biow Co., N. Y.

KHJ, Los Angeles: Hills Brothers, San Francisco (coffee), 26 musical transcription programs, thru N. W. Ayer & Son, San Francisco; Colburns, Inc., Los Angeles (furs), 26 quarter-hour studio programs, C. R. Stuart Agency, Los Angeles.

KJR

N B C
KJR listeners are afforded NBC sustaining programs
●

Everything Considered
KJR
is the best buy
for the National Advertiser
who desires complete coverage
of Western Washington

5,000 WATTS
CLEAR CHANNEL
920 KILOCYCLES

Represented by
EDWARD PETRY & CO., INC.
New York, Chicago, Detroit, San Francisco

●
Fisher's Blend Station, Inc.,
Operating
KOMO-KJR,
Skinner Bldg.,
Seattle, Wash.

WHAM, Rochester, N. Y.: Gillette Safety Razor Co., 1-minute transcriptions, 6 days weekly, thru Ruthrauff & Ryan, N. Y., and WBS; Davis Baking Powder Co., Hoboken, N. J., 5-minute transcriptions five days weekly, Ruthrauff & Ryan, N. Y.; Kendall Refining Co., Bradford, Pa. (gas and oil), sports review, 6 days weekly, Landsheft Advertising Agency, Buffalo; Dodge Motor Co., Detroit, 1-minute transcriptions, 6 days weekly, Ruthrauff & Ryan, N. Y.; R. L. Watkins Co., New York (Dr. Lyon's tooth powder) once weekly transcriptions, WBS; Lambert Pharmaceutical Co., New York (Bayer aspirin), once weekly transcription, WBS; Stromberg-Carlson Mfg. Co., Rochester (radios), half hour weekly; Bristol-Myers Co., New York (cosmetics), transcription once weekly, WBS; General Ice Cream Co., Schenectady, N. Y., half hour weekly, N. W. Ayer & Son, N. Y.; Bulova Watch Co., New York, time signals, Biow Co., N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem), time signals and weather forecasts, Katz Agency, Baltimore; Hecker-Jones Jewell Milling Co., Buffalo (Hecker's flour), two announcements, Benton & Bowles, N. Y.; Chieftain Mfg. Co., Baltimore (color shine), two announcements, Van Sant, Dugdale Co., Baltimore; Sauquoit Paper Co., New Hartford, N. Y. (toilet tissue), two announcements weekly; Monument Mills, Housatonic, Mass. (bed spreads), two announcements weekly, William B. Remington, Springfield, Mass.

WBBM, Chicago: United Drug Co., New York (Rexall products), five 15-minute transcriptions, thru Spot Broadcasting, Inc., N. Y.; Blatz Brewing Co., Milwaukee (Blatz Old Heidelberg beer), 15 minutes, twice weekly, Klau-Van Pietersom-Dunlap Associates, Milwaukee; Quaker Oats Co., Chicago (Quaker Oats cereal), 15-minute programs, 6 times weekly, renewal, Lord & Thomas, Chicago; Dodge Motor Co., Detroit, 15 minutes, 3 times weekly, Ruthrauff & Ryan, N. Y.; Nunn-Bush Shoe Co., Milwaukee, 15-minute sports reviews preceding ball games, for duration of season, thru Neisser-Meyerhoff, Milwaukee.

WFBR, Baltimore: Dodge Motor Co., Detroit, 26 announcements, thru Ruthrauff & Ryan, N. Y.; Gunther Brewing Co., Baltimore (Gunther's beer), baseball scores, I. A. Goldman, Baltimore; Chieftain Mfg. Co., New York (shoe dye), 3 announcements weekly, 3 months, Van Sant, Dugdale & Co., Baltimore; Gillette Safety Razor Co., Boston, 36 one-minute transcriptions, Ruthrauff & Ryan, N. Y.; McCormick & Co., Baltimore (Bee Brand spices, extracts, tea and coffee), 63 announcements, Van Sant, Dugdale & Co., Baltimore; Sherwood Brothers, Baltimore (Betholine), 13 announucements, Van Sant, Dugdale & Co., Baltimore.

KFI, Los Angeles: Central Shoe Co., St. Louis (Robin Hood shoes), twice weekly transcriptions, 16 programs, thru Jimm Daughtery, Inc., St. Louis; Angostura-Wuppermann Co., New York (Angostura Bitters and Gin), once weekly, 13 weeks, McCarty Co., Los Angeles.

WCLO
Janesville, Wisconsin
. . . THE ADVERTISERS PROVING GROUND . . .
Fully Equipped for Complete Program and Merchandising Service.
The Janesville Gazette Station

WWL, New Orleans: Stanback Co., Salisbury, N. C. (headache powder), quarter hour, 6 times weekly, renewal, thru J. Carson Brantley, Salisbury; Merrold Johnson, Des Moines (cosmetics), six nights weekly, Heath-Seehoff, Chicago; B. C. Remedy Co., Durham, N. C. (headache powder), sports review, 6 nights weekly, renewal for 5 weeks, Harvey Massengale Co., Durham; Ross Amusement Co., Baton Rouge (walkathon contest), quarter hour, twice daily, 8 weeks, direct; United Drug Co., New York (Rexall products), 5 quarter-hour transcriptions, Street & Finney, Inc., N. Y.; Ring Rout, Inc., New Orleans (ring remedy), announcements, Frank R. Steel, Chicago; Dr. W. J. Ross Co., Los Alamitos, Calif. (dog food), weekly 5-minute transcriptions, 13 weeks, Walter Biddick Co., Los Angeles; Cotton Baking Co., Alexandria, La., quarter hour weekly, announcements daily, 52 weeks, direct; Empire Furniture Co., Baton Rouge, 6 announcements weekly, Stone, Stevens & Lil, New Orleans; American Cosmeticians Association, New York (convention), announcements, direct; Reiter Seed Co., New Orleans, 12 announcements, direct; Monticello Nurseries, Monticello, Fla., 6 announcements weekly, renewal for 2 weeks, direct.

WFAA, Dallas: Pathfinder Magazine, Washington, renewed 15-minute programs in Saturday Roundup, 13 times, thru Rhodes & Leisenring, Chicago; Willard Tablet Co., Chicago, two 15-minute programs, direct; Northern Illinois Cereal Co. (New Process Oats), Lockport, Ill., 52 announcements, W. E. Sproat, Chicago; General Mills, Minneapolis (Wheaties), renewed 15-minute periods in Early Birds indefinite period, Blackett-Sample-Hummert, Chicago; Central Shoe Co., St. Louis (Robin Hood shoe), thirteen 15-minute transcriptions, Jimm Daugherty, Inc., St. Louis.

KNX, Hollywood: Merrold Johnson, Des Moines (cosmetics), 4 nights weekly, 13 weeks, thru Heath-Seehof, Chicago; Charles Goldstein, Juneau, Alaska (furs), 13 spot announcements; Numismatic Co., Ft. Worth (rare coins), 2 quarter-hour programs, Guenther-Bradford, Chicago; Affiliated Teachers Organizations, Los Angeles, half hour weekly, 2 months; Citrus Soap Co., San Diego (soap), quarter hour transcription, twice weekly, 6 months, Earnshaw-Young, Los Angeles; Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), quarter-hour news broadcasts nightly, 1 year, Walter Biddick, Los Angeles.

KFI, Los Angeles: Sales Affiliates, Inc., New York (Notox), 13 weekly transcriptions, thru the Biow Co., N. Y.; Carter Medicine Co., New York (Carter's liver pills), 156 announcements, H. H. Good Advertising Co., N. Y.; Central Shoe Co., St. Louis (Robin Hood shoes), 16 transcriptions, Jimm Daugherty, Inc., St. Louis; Numismatic Co., Ft. Worth (old coins and stamps), one program, SHB; Hills Brothers, San Francisco (coffee), 52 5-minute transcriptions, MacGregor & Sollie, Inc., San Francisco.

THE NAB commercial committee will hold a meeting in New York during June, the date for which will be set later by Chairman Arthur B. Church, KMBC, Kansas City. The engineering committee, of which Joseph A. Chambers, WLW, is chairman, met in Cincinnati April 10 to arrange its agenda, and will meet coincident with the annual IRE convention in May.

WATCH!
Maryland's Pioneer Broadcast Station
WFBR
BALTIMORE, MD.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

E. L. BRUCE Co., Memphis, Tenn. (lumber) on April 5 started Doris Loraine, ballad singer, the Cadets Quartet and Clarence Wheeler's orchestra on 16 CBS stations, keyed from Chicago, Thursdays, 10:30-10:45 p. m. Agency: O'Callaghan Advertising Agency, Memphis.

SCHLITZ BREWING Co., Milwaukee (beer) on April 13 started "The Program of the Week," variety show, on 50 CBS stations, Fridays, 10-10:30 p. m. Agency: Stack-Goble Advertising Agency, Chicago.

PACKARD MOTOR CAR Co., Detroit, on April 9 started Walter Damrosch's symphony orchestra with John B. Kennedy, commentator, on 17 NBC-WJZ stations (with KWK added April 16), Mondays, 10-10:45 p.m. Agency: Cecil, Warwick & Cecil, N. Y.

PRINCESS PAT, Ltd., Chicago (face powder) on July 2 will start "Princess Pat Players," dramatic sketches, on 17 NBC-WJZ stations, Mondays, 9:30-10 p. m. Agency: Critchfield & Co., Chicago.

GERBER & Co., New York (canned vegetables for children) on April 29 starts Madame Schumann-Heink and Harvey Hays on 13 NBC-WJZ stations (with CRCT and CFCF up to July 1), Sundays, 10-10:15 p. m. Agency: Erwin, Wasey & Co., Chicago.

REAL SILK HOSIERY MILLS, Indianapolis, on April 8 renewed "The Real Silk Program," with Charles Previn's orchestra and guest stars, on 40 NBC-WJZ and supplementary stations, Sundays, 7-7:30 p. m.; following stations will take program up to April 29 only: WTMJ, WIBA, WEBC, WRVA, WPTF, WIS, WFLA, WSM, WMC, WSB, WJDX, WSMB, WKY, KTHS, KPRC and WOAI. Agency: Erwin. Wasey & Co., Chicago.

GENERAL MILLS, Inc., Minneapolis (flour), on April 14 staged a one-time show, "Stars of Broadway and Hollywood" on special network of 59 NBC-WEAF and supplementary stations, Saturday, 7-8 p. m. Agency: Blackett-Sample-Hummert, Inc., N. Y.

INSTITUTE OF AMERICAN MEAT PACKERS, Chicago, on April 1 started "Romance of Meat," dramatic series, on 26 NBC-WEAF stations, Sundays, 4-4:15 p. m., with repeat at 4:15-4:30 p. m. for WLS, WREN, KWK, KWCR, KOIL and KSO. Agency: None.

WM. R. WARNER Co., New York (Sloan's Liniment and Vince Mouthwash) on Sept. 19 will start undetermined program on 23 NBC-WJZ stations, Wednesdays, 9-10 p. m. Agency: Cecil, Warwick & Cecil, N. Y.

MANHATTAN SOAP Co., New York (Sweetheart Soap), on April 11 started "Sweetheart Melodies," with the DeMarco Sisters, Jack Gordon, and Ruth Jurdan's beauty talks, on special NBC network comprising WEAF, WGY, WBEN, WTAM, WLW, and WMAQ, Wednesdays, 11:15-11:30 a. m. Agency: Peck Advertising Agency, N. Y.

METROPOLITAN LIFE INSURANCE Co., New York, on April 23 renews "Tower Health Exercises" on eight NBC-WEAF stations, daily except Saturdays and Sundays, 6:45-8 a. m., April 23 to 28, and 6:45-7:45 a. m., April 30 to April 20, 1935. Agency: None.

BENJAMIN MOORE & Co., New York (paints), on May 2 renews "Betty Moore on Interior Decoration" on 20 NBC-WEAF stations, Wednesdays, 11:30-11:45 a. m. Agency: None.

JOHN H. WOODBURY Co., Cincinnati (soap) has extended the expiration date of its show featuring Bing Crosby and Jimmy Grier's orchestra seven more weeks from April 9 to May 28, Mondays, 8:30-9 p. m. Agency: Lennen & Mitchell, N. Y.

A. SCHILLING & Co., San Francisco (baking powder and tea), on April 11 started "Al Pearce and His Gang" on the basic NBC-KGO network, plus KGIR and KGHL, Wednesdays, 2:15-2:30 p. m. PST, alternate weeks from April 11; Wednesdays, 2:45-3 p. m., PST, alternate weeks from April 18; and Fridays, 2:15-2:30 p. m., PST. Agency: M. E. Harlan Advertising Co., San Francisco.

GENERAL MILLS, Inc., San Francisco (cereals) on April 10 renewed "Al Pearce and His Gang" on basic NBC-KGO network, plus KFSD, Tuesdays, Wednesdays, Thursdays and Fridays, 2:45-3 p. m., PST; Thursday program starts April 19, then every two weeks thereafter. Agency: Westco Advertising Agency, San Francisco.

BANK OF AMERICA, San Francisco, on April 3 started "Leaders of Tomorrow," dramatic serial, on 8 Don Lee-California stations, Tuesdays and Wednesdays, 7:30-7:45 p. m., PST. Agency: Charles R. Stuart, Inc., Los Angeles.

UNION OIL Co., Los Angeles, on March 31 started "The Cheer Leaders," with Art Jarrett, Kay Thompson, the Rhythm Kings and Raymond Paige's orchestra, on 12 CBS-Don Lee stations, Saturdays, 7:30-8 p. m., PST. Agency: Lord & Thomas, Los Angeles.

NBC CHANGES: Health Products Co. "Bar-X Days and Nights" on May 6 shifted to Sundays, 3-3:30 p. m. on WJZ network; Luxor, Ltd. "Talkie Picture Time" on April 15 shifts to Sundays, 3-3:30 p. m. on WEAF network; Horlick Malted Milk Corp. "Adventures in Health" on April 1 shifted to Sundays, 9:45-10 p. m., with repeat at 12-12:15 a. m. for 9 NBC-KGO stations; General Foods Corp. "Captain Henry's Showboat" on May 3 shifted to Thursdays, 9-10 p. m., with repeat at 1-2 a. m. for 11 NBC-KGO stations; Northwestern Yeast Co. "Yeast Foamers" on April 30 shifts to Mondays, 8-8:30 p. m. EDT, on WJZ network; Procter & Gamble Co. "Oxydol's Own Ma Perkins" on April 30 shifts to daily except Saturday and Sunday, 2:45-3 p. m., EDT, on 21 NBC-WEAF stations, with repeat 5:30-5:45 p. m., EDT, on 22 middle western and western NBC stations, but on Oct. 1, 1934, these broadcasts return to their present 3-3:15 and 4:30-4:45 p. m. periods. Hoover Co. "Hoover Sentinels" on April 15 shifts to Sundays, 3:30 p. m. on WEAF network.

CBS CHANGES: A. S. Boyle Co. "Lazy Dan the Minstrel Man" on April 29 shifts to Sundays, 2:30 p. m. EDST; American Home Products Co. Bi-So-Dol program with Everett Marshall on May 2 shifts to Wednesdays, 8:30-9 p. m., EDST; Phillips Dental Magnesia program with Abe Lyman's orchestra and Accordiana shifts to Tuesdays, 8:30-9 p. m. EDST; Ward Baking Co. on May 6 shifts to Sundays, 9-9:30 p. m., EDST; Wyeth Chemical Co. Jad Salts program with "Easy Aces" on May 2 shifts to Wednesdays, Thursdays and Fridays, 8:15-8:30 p. m., EDST.

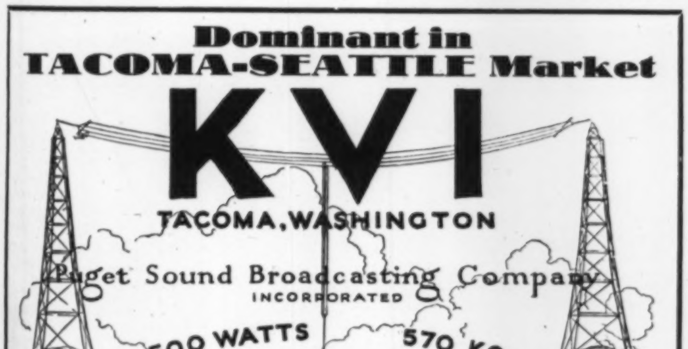
SHILLITO'S Department Store, Cincinnati, has begun a series of quarter-hour transcription programs of WCKY, Cincinnati, featuring musical entertainment and short talks by famous women, including Mrs. Paul Whiteman, Mrs. Lowell Thomas, Mrs. Amelia Earhart Putnam, Kathryn Dougherty, Edna Woolman Chase and Lady Wilkins. The transcriptions were produced by WBS for Simmons Beauty Rest Mattresses.

WLS Broadcasts News To Stricken Storm Area

DURING the sleet storm that disrupted all communications to Muncie, Ind., March 26-27, WLS, Chicago, broadcast a "pony report" of the news to the *Muncie Press* at the request of the United Press. Twenty minutes of news highlights were given the listeners in the stricken area.

This was the second time that WLS cooperated with newspaper publishers who were unable, because of storm conditions, to obtain news through regular channels. On March 2, 1932, WLS made a special broadcast of news to United Press clients in De Kalb and Freeport, Ill., and Oelwein, Ia.

SYRACUSE—
A Wonderful Summer Market



Dominant in
TACOMA-SEATTLE Market

Ask your retailers here what they
think of this pioneer Columbia Station

Is your Market in the

TENNESSEE
VALLEY?

This area stands out as the most prosperous in the South today, as well as the most promising for the future. You can cover the Tennessee Valley at minimum cost through WLAC. National and local advertisers are doing it with CBS chain programs or with spot programs over this station. Some choice broadcasting time is still available

J. T. WARD
Vice President

National Representatives
Scott Howe Bowen, Inc.
World Broadcasting System

WLAC 5,000 watts

"IN THE HEART OF THE TENNESSEE VALLEY"
Member Station Columbia Broadcasting System
Owned and operated by Life and Casualty Insurance Co., Nashville, Tenn.

Your Program

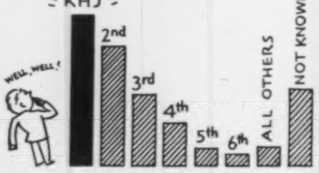
will be heard by
more people over the
Don Lee Broadcasting
System and here's why . . .

●

The D. L. B. S. has the greatest habitual listening audience on the Pacific Coast and here's the proof—

Take KHJ Los Angeles, our key station. An independent survey by Radio Surveys for seven weeks—3½ hours every evening from 6 to 9:30 P. M. involving over 64,000 calls, shows:

KHJ was tuned in on over 30% of the Radio sets during this test period. 30% more audience than the next leading station.



Here is the breakdown of the test: KHJ, 30%; 2nd station. 23.6%; 3rd station, 12.2%; 4th station, 11.6%; 5th station, 3.5%; 6th station, 3.0%; all others, 5.7%; not known, 9.8%.

and we have other surveys that show even greater preference in other cities of the Don Lee chain—we'll mail them on request.

When you go on the air over Don Lee, you start with a good big audience for your opening program.

If you want to sell the coast, better write or wire for detailed information.

●

Don Lee Broadcasting System

C. ELLSWORTH WYLIE
General Sales Manager, Los Angeles

Los Angeles, KHJ
San Francisco, KFRC
San Diego, KGB
Santa Barbara, KDB
Fresno, KMJ
Stockton, KWG
Sacramento, KFBK
Bakersfield, KERN
Portland, KOIN
Tacoma, KVI
Seattle, KOL
Spokane, KFPY

Los Angeles Office....7th & Bixel Sts.
San Francisco Office.1000 Van Ness Ave.

Religious Bills Are Given Small Chance of Passage

ANOTHER bill to afford "equality of opportunity" on the air for educational, religious, agricultural, cooperative and similar non-profit making organizations, this one proposing the nullification of all existing Radio Commission license grants and a reallocation by a newly created Communications Commission, has been introduced in Congress by Rep. Rudd (D.), of New York. The bill directs the Commission to allocate one-fourth of all assignments to such organizations. It has been referred to the House Committee on Marine, Radio and Fisheries.

That committee has not yet taken up the McFadden bill, proposing to give all religious, educational and kindred organizations equal time on the air, hearings on which were completed in March. Sponsored largely by the People's Pulpit Association, the bill is given small chance of passage. Printed copies of the hearings were not expected before the week of April 16, after which Chairman Bland may ask the committee to consider whether the measure should be reported to the House.

FREE & SLEININGER, INC.
RADIO STATION REPRESENTATIVES
CHICAGO
180 N. Michigan Avenue • Franklin 6373
NEW YORK
Chrysler Building • Murray Hill 2-3030

PROSPECTS

R. L. WATKINS Co., Newark, N. J., has appointed Topping & Lloyd, Inc., New York, to handle national advertising, including radio, for its new Mulsified Cocoanut Oil Shampoo.

BREWING Corp. of America, Cleveland (Carling's Ale and Beer) will use radio with other media in a campaign to be handled by Meldrum & Fewsmith, Inc., Cleveland.

HOTEL CLEVELAND, Cleveland, will use radio with other media in a campaign to be handled by Griswold-Eshleman Co., Cleveland.

THE RIESER Co., New York (Venida hair products) will again use radio in its advertising campaign, and has appointed Donahue & Coe, Inc., New York agency, to handle its advertising.

NATIONAL DAIRY PRODUCTS Co., New York, and its local affiliates will use radio spots locally in a $1,500,000 advertising campaign which is just getting under way. Most of the budgets have been allocated for local expenditures.

MICHIGAN Tourist & Resort Ass'n., Lansing, Mich., planning to use radio with other media, has appointed Stevens, Inc., Grand Rapids, to handle its 1934 campaign for western Michigan.

CROSLEY RADIO Corp., Cincinnati (radios and electric refrigerators), will make up lists during May, using radio and other media. Procter & Collier, Cincinnati, handles the account.

SO-LO WORKS, Cincinnati (plastic shoe repair, Sew-No-More), make up lists monthly, using radio with other media. Sew-No-More advertising is placed by E. H. Brown Advertising Agency, Chicago. Baer & Bigler, Cincinnati, places the advertising of So-Lo Shoe Repair.

MOREHOUSE MUSTARD & SUP-PLY Co., Oakland, Cal., is releasing a test campaign using newspapers and radios to offer a second box of De packaged crystal for washing and cleaning. First package costs 1 cents and the second is offered for one cent. The tests will determine whether the campaign shall be extended. Emil Reinhardt, Oakland agency, handles account.

FIFTY stations will be used by S. C. Johnson & Son, Racine (floor wax), to advertise its Glo-Coat polish as a result of tests during which an applier was offered with each can purchased.

FEESLEY NURSERIES, Libertyville, Ill., is using radio with newspapers in a campaign handled by W. E. Sproat Co., Chicago.

W. P. FULLER & Co., San Francisco (paints), will use radio with newspapers in a campaign in the Rocky Mountain area, handled by Ad Craftsmen, Salt Lake City.

SUPERIOR BREWING Co., Ft. Worth, Tex. (Superior beer) will use radio with other media in a campaign handled by Hubbard Advertising, Inc., Ft. Worth.

TRANSCRIPTIONS

WORLD BROADCASTING SYSTEM reports the following new business, all representing programs from the World Daily Program Service:

Scott Furriers, Boston, 52 half-hour transcription programs, "Scott Unique Program," one evening a week, on WEEI, Boston; WTIC, Hartford, and WJAR, Providence, commencing the week of April 1.

Charles Gulden, Inc., New York (Gulden's Mustard) thru Charles W. Hoyt Co., Inc., New York, 26 15-minute transcription programs, "Musical Appetizers," two evenings a week, on WTIC, Hartford, commencing the week of April 1.

Olds & Whipple, Inc., Hartford (Luxura Plant Food), thru Charles W. Hoyt Co., Inc., New York, 26 15-minute transcription programs, two evenings a week, on WTIC, Hartford, commencing the week of April 8.

Fox-Weiss Fur Co., Philadelphia, 104 15-minute transcription programs, two evenings a week, on WCAU, Philadelphia, commencing about April 1.

Crazy Water Co., Mineral Wells, Tex., two 15-minute transcription evening programs per week, "Musical Memories," indefinite period, on WEEI, Boston, commencing about April 1.

AMERICAN RADIO FEATURES SYNDICATE, Los Angeles, has started to transcribe "Once Upon a Time," a series written by Dave Taylor, production manager. James Knight Carden directs the series, which has been transcribed for an unnamed eastern client who expects to release the 15-minute programs late in April from a New York and other eastern stations. RCA-Victor plant in Hollywood does the technical work.

GEORGE H. FIELD, Inc., eastern representatives of the Radio Transcription Co. of America, has moved its offices to the RKO Building in Radio City, New York, where new studios for auditions of transcriptions have been provided.

BARSAM-TOLLAR Mechanical Works, 7239 Santa Monica Blvd., Hollywood, has started to market a recording head for transcription and radio studios.

RADIOSCRIPT PRODUCTIONS, Los Angeles agency and program producers, on April 1 moved from downtown Los Angeles to the Hollywood Storage Company Building in Hollywood and opened a transcription department.

POINT OF SALE Merchandising

IT TAKES more than a microphone, a transmitter and a license from the Radio Commission to make radio advertising profitable—*to the man who pays the bill.*

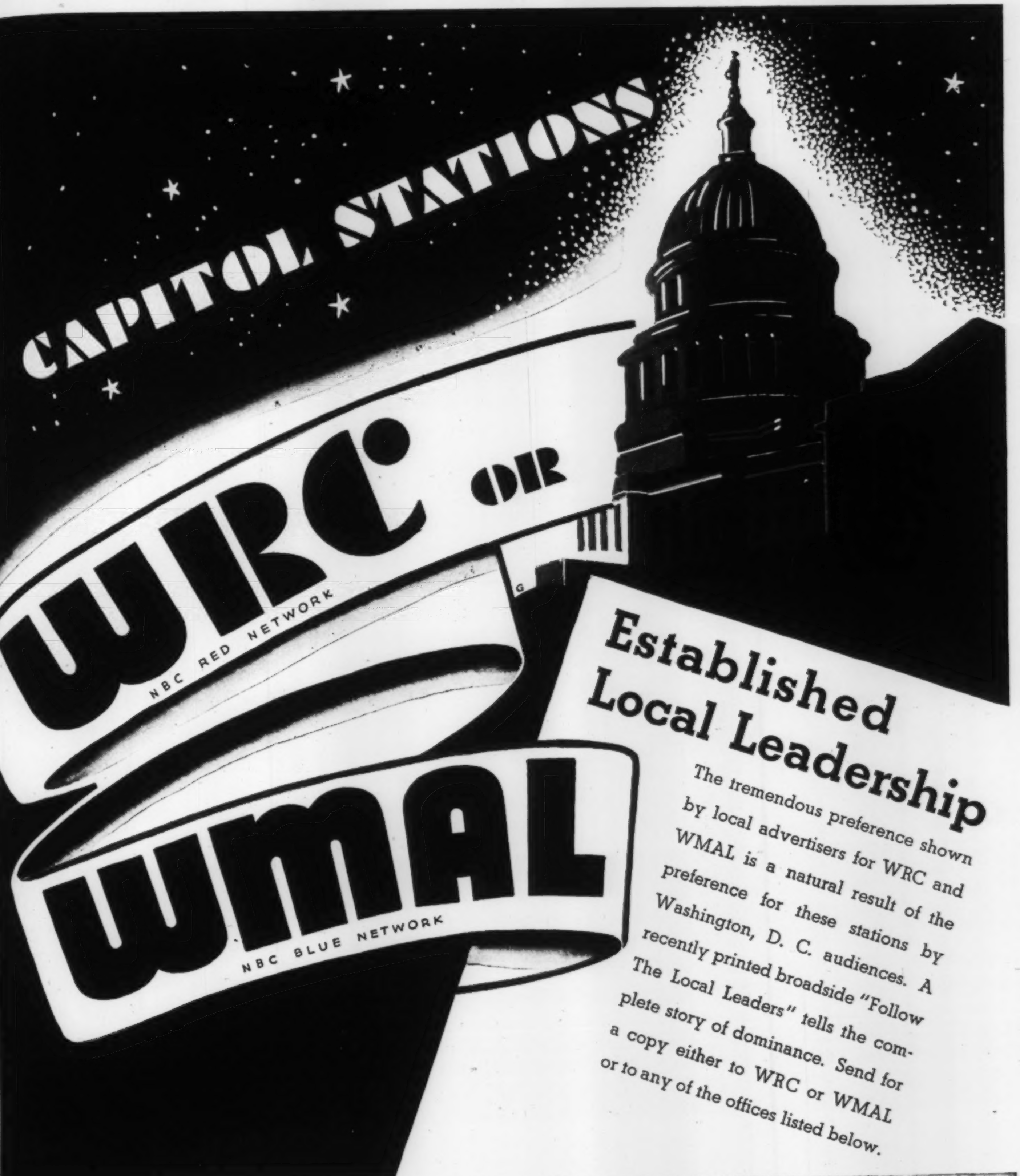
These stations believe that adequate newspaper publicity of programs increases listener audience . . . that thorough "visible" merchandising of both program and product through retail outlets are tremendously important in completing the cycle between consumer and product *at the point of sale.* This is the new power which KSO and KWCR have added to radio . . . intelligent merchandising!

Famous
Cloverbloom
Butter
FULL CREAM

KSO-Des Moines
KWCR-Cedar Rapids

Owned and Operated by
THE DES MOINES
REGISTER AND TRIBUNE

N. B. C. BASIC
BLUE NETWORK



Established Local Leadership

The tremendous preference shown by local advertisers for WRC and WMAL is a natural result of the preference for these stations by Washington, D. C. audiences. A recently printed broadside "Follow The Local Leaders" tells the complete story of dominance. Send for a copy either to WRC or WMAL or to any of the offices listed below.

NBC LOCAL SERVICE BUREAU

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

GIVE ME 5

A letter from a highly enthusiastic WWVA advertiser reminds us of an expression frequently used in connection with a sincere congratulatory hand shake—men sometimes say "Give me five"—meaning of course, five fingers. But Mr. L. A. Breskim, president of the Sterling Casualty Insurance Company of Chicago, asks for FIVE radio stations like WWVA. May we quote his exact words:

"The Sterling Casualty Insurance Company has used approximately 75 stations to broadcast its Penny-A-Day Accident Policy. We have had many successes, but we are happy to say that Station WWVA tops them all . . . All in all, we would like to have at least five stations like WWVA."

And thus we grow by serving advertisers well. After all no advertising medium ever loses an account that is getting results in proportion to the cost involved. Business at WWVA for March, 1934, was the greatest in our history.

For a profitable radio advertising job in Eastern Ohio, Western Pennsylvania, and West Virginia let us tell your story to WWVA listeners.

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia
Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives

J. H. McGillvra, 485 Madison
Ave., New York City
Myron A. Reck, A-1808
175 West Jackson St.,
Chicago, Ill.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

WILLIAM B. PHILLIPS, formerly with Erwin, Wasey & Co., New York, and for a year on the faculty of the University of Wisconsin, on April 5 was appointed assistant to President David E. Lilienthal of the Electric Farm and Home Authority, the Tennessee valley, federal building project.

HARRY E. PHELPS has joined Needham, Louis & Brorby, Inc., Chicago agency, as account executive. Mr. Phelps was formerly a sales executive for United States Rubber Corp., then advertising and sales promotion manager for the Kraft Cheese Co., and later a partner in Brennan-Phelps Co., Chicago agency.

ROBERT A. DAVIES, Jr., New York representative of KMBC, Kansas City, Mo., has moved into the office of Group Broadcasters in the Chrysler Building. George E. Halley, KMBC salesman, has become Chicago representative of the station, with offices in the Wrigley Building.

FREE & SLEININGER, Inc., Chicago and New York, has been appointed national spot representatives for WHK, Cleveland, according to an announcement March 31 by Harry Howlett, commercial manager.

CLARENCE DYKEMAN, formerly with the Rosenow Co., Chicago, has joined the radio staff of the Charles Daniel Frey Co., Chicago agency.

DANIELSON & SON, Providence, R. I., advertising service, on March 31 liquidated, with George W. Danielson, its head, establishing himself at 808 Hospital Trust Bldg., Providence, as advertising consultant. Frank S. Weston, former chief of copy and plan department, has established himself with offices in 133 Providence-Biltmore Hotel to serve local accounts formerly served by Danielson & Son, specializing in radio. Frank E. Dodge and Lawrence T. Goodman have formed a new agency, Frank E. Dodge & Co., 704 Industrial Trust Bldg., Providence.

KASPER-GORDON STUDIOS, Boston, announced April 9 that the following stations have appointed them as New England representatives: WLBF, Kansas City, Kan.; KFBI, Abilebe, Kan.; KGGF, Coffeyville, Kan.; WBCM, Bay City, Mich.; WGES, Chicago, and WHBU, Anderson, Ind.

GRIFFITH ADVERTISING AGENCY, St. Petersburg, Fla., has appointed Robert F. Bullard, formerly with WSUN, St. Petersburg, and WKBF, Indianapolis, as account executive.

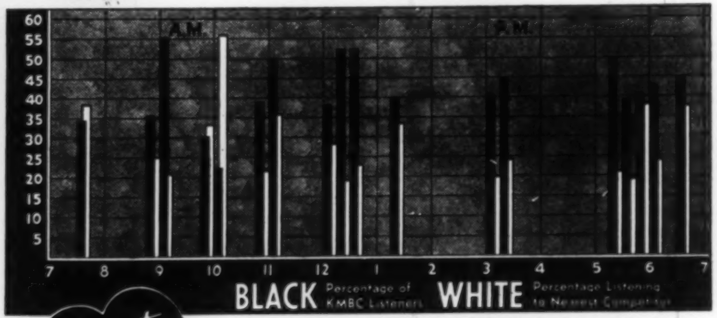
THROUGH an inadvertent error, BROADCASTING on April 1 stated that the new General Tire & Rubber Co. program on NBC-WEAF, featuring Jack Benny, was handled by the Hays MacFarland Co., Chicago. The account is handled by D'Arcy Advertising Co., St. Louis.

MAXON, Inc., Detroit, has announced its merger with Charles Francis Coe, Inc., New York agency headed by the well known writer and radio commentator. Mr. Coe becomes executive vice president, the name continuing as Maxon, Inc.

"To WHAT STATION are you now listening?"

The replies of 10,400 Kansas Citians prove KMBC dominance in this market

Throughout one week in March, 10,400 residence calls by an outside agency proved conclusively that KMBC is Kansas City's preferred station. In almost every test period the majority answered, "I am listening to KMBC!" Study this chart—it clearly indicates KMBC's dominance of the Kansas City area.



First IN THE HEART OF AMERICA

Only the one question was asked on this telephone survey to establish KMBC's leadership. Using various broadcasting periods from 7 A.M. to 7 P.M., one hundred calls were made during each period, daily. Complete details of the survey and KMBC facilities will be sent on request.

KMBC

MIDLAND BROADCASTING COMPANY
Station KMBC—Kansas City, Missouri
New York Office—Chrysler Building, Phone Vanderbilt 3-3425
Chicago Office—Wrigley Building, Phone Superior 3426

MANTLE LAMP Co., Chicago, has appointed Roberts & MacAvinche, 3 N. Dearborn St., Chicago, to handle its advertising.

SERVEL SALES, Inc., Evansville, Ind. (electric refrigerators) has appointed the Keller-Crescent Co., Evansville, to handle its advertising.

GILMORE OIL Co., Los Angeles (Red Lion gas and oils) has appointed Botsford, Constantine & Gardner, Portland, Ore., to handle its advertising.

LUXOR, Ltd., Chicago (cosmetics), has placed its advertising with Lord & Thomas, Chicago.

Radio Sells Autos

(*Continued from page* 14)

Parts of the style and stage shows and interviews with factory representatives, automobile dealers and merchants were broadcast. The reporter also acted in the capacity of traffic director through an elaborate public address system. He was high enough in the air to see everything going on and to direct the visitors to the various demonstrations.

The admission charge was only 10 cents. The doors were opened at 2 p. m., and the show ran continuously until 11 o'clock, with a midnight show the third night. Two style and two stage shows were held daily. The style shows, with 16 attractive models participating, were presented in the early afternoon and evening. The 30-minute stage shows, produced by the radio station and comprising 25 artists, were delayed until the latter part of the afternoon and evening to give the exhibitors plenty of time to talk to prospects. It was our desire to have as many sales as possible consummated at the show, so we started competitive sales effort off in great style by ringing a large gong each time a car sale was made and the radio reporter announced the name of the purchaser and the salesman.

Sponsors Well Pleased

THE RESULTS were spectacular. During the three days, 25 Chevrolets, six Fords, three Pontiacs, two Buicks, three Oldsmobiles, three Terraplanes, and one Cadillac were sold. Over $30,000 worth of cars were sold in three days and many prospects have bought automobiles since the show. Each sponsor admitted being highly satisfied with the entire show. Eight thousand persons visited the show during the three days.

Though the merchants and dealers were given credit for staging the show at the time, it was WCLO's brain child. WCLO created the idea; produced and presented the entertainment; built the booths, radio tower, stage sets, lighting effects; and the WCLO stylist selected, routined and rehearsed the models for the style show.

CALL letters of WODX, Mobile, Ala., have been changed to WALA by authority of the Radio Commission.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

Tap the Great Purchasing Power
of Northern Ohio
WTAM
G

The radio audiences in thirty large cities and three hundred smaller communities in Northern Ohio (not to mention three hundred and seventeen communities in Pennsylvania, one-hundred and sixty-four in New York and thirty-eight in Southern Ohio) prefer WTAM and show it by their response to its advertisers' programs. Retail expenditures in these areas exceed $2,000,000,000 annually,—a truly vast market which WTAM taps most effectively.

WTAM IS THE NBC BASIC RED NETWORK STATION IN CLEVELAND

NBC LOCAL SERVICE BUREAU

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

A Pedigreed
EMPLOYMENT SERVICE
For
RADIO EXECUTIVES
Who require the services of Highly Trained
RADIO ENGINEERS

●

IF THERE was such a thing as "Pedigreed Engineers" that's the classification our thoroughly trained men would fall into.

Most of the students and graduates of CREI are men who are, and have for years, been professionally engaged in Radio. They are men who are ambitious enough to study while they work . . . men who are qualifying themselves for the most important jobs you have to offer.

We know all about their ability . . . their training . . . their past experience . . . we have just the man you are looking for . . . and we charge you nothing for getting you together. . . . Our reward is derived from the satisfaction of seeing GOOD MEN find GOOD JOBS in any of the following phases of Radio Engineering . . .

TELEVISION
AVIATION . . . POLICE
COMMERCIAL . . . SHIPPING
PUBLIC ADDRESS
SALES AND SERVICE

●

CAPITOL RADIO
Eng. Inst.
CREI

E. H. Rietzke
Dept. B-4

14th and
Park Rd.
Wash., D. C.

STUDIO NOTES

CONRAD & Co., women's specialty shop of Boston, is repeating a radio program over WNAC this spring that was highly successful a year ago. The idea is a competition among high school and junior high school orchestras of Metropolitan Boston, with a cup presented by the store as the prize. Two orchestras are heard in each half-hour broadcast, given once a week from the Copley-Plaza ballroom. Eighteen orchestras compete, from which two are selected to appear in the finals on the tenth broadcast. The contract is for 10 broadcasts and was placed by Salinger & Pulicover, Boston.

TO SUPPLEMENT national news furnished by the Press-Radio Bureau, the *Bismarck Tribune* has entered an agreement with KFYR, Bismarck, N. D., to furnish local and territorial news to the station.

THE SUBURBAN High School Radio Debate League, comprising seven schools from Albany, Rensselaer and Columbia counties, N. Y., has been originated by WOKO, Albany. Debates are held over the air. The Capital District Scholastic Press Association has also started a series of broadcasts over WOKO, featuring musical numbers by school children and news about school activities.

BEGINNING April 9, WNEW, Newark, extended its broadcast time to 2:30 a. m., EST, by scheduling a four-hour dance program at 10:30 p. m. The program will consist of a tour of some of the gayest of New York's night clubs.

THE COLLEGE and Home Institute has been organized in New England to cooperate with the Yankee Network in the furtherance of education by radio. A series of half hour vocational programs has been started, and future plans include educational broadcasts on variety of subjects.

50,000 Watts
Nearest the Center of Population

820 Kilocycles **365.6 Meters**

WHAS

Owned and Operated By
The Courier-Journal
The Louisville Times

Cleared Channel **Full Time**

In addition to being one of the most popular, most powerful and most modernly equipped of all of the stations of the Middle West, WHAS enjoys a distinct advantage of location. As the nearest high-powered station to the Center of Population this station can give you better distribution of your message at a minimum cost.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York—Chicago—Detroit—San Francisco—Atlanta

NAB Opposes U. S. In Copyright Union

Hearing Asked on New Bill After Surprise Action

THE SURPRISE hearing held March 28 by the Senate Foreign Relations Committee on the Cutting bill (S. 1928), proposing to enter the United States in the International Copyright Union and including new legislation respecting broadcast copyrights, has led the NAB to ask Chairman Pittman (D.), of Nevada, to give the organized broadcasters an opportunity to be heard before the bill is reported. Assurances have been forthcoming, it is understood, and the broadcasters intend to oppose the bill.

The Cutting measure, with its companion bill sponsored by Rep. Luce (R.), of Massachusetts, in addition to entering this country in the Copyright Union, includes "the exclusive right of the author to communicate his work for profit by any system of broadcasting" and stipulates that the U. S. Supreme Court shall prescribe rules and regulations covering infringement suits. This is the first time radio is mentioned along with proposals to enter the Copyright Union.

Senator Pittman on April 11 announced appointment of a subcommittee to make a further study of the bill. The committee consists of Senators Duffy (D.), of Wisconsin; Van Nuys (D.), of Indiana, and Fess (R.), of Ohio.

NAB's Objection

THE NAB opposes entering the Union because it creates automatic copyrights in unpublished as well as published works of American along with foreign authors and composers. If hearings are held to present the broadcasters' case, Oswald F. Schuette, NAB copyright director, will appear for them.

The March 28 hearing was a surprise in that no notice of it was given to the broadcasters. It was also unexpected that the bill should go to the Foreign Relations Committee rather than to the Patent Committee in view of the latter's handling of all copyright legislation heretofore. Appearing before the Foreign Relations Committee in favor of the bill were Robert Underwood Johnson, former editor of the *Century;* Theobold Sohlberg, former Registrar of Copyrights, and Rep. Sol Bloom (D.), of New York, on behalf of the House Foreign Relations Committee.

A. F. of L. Opposes Bill

OPPOSING the bill at the hearing was only Michael Flynn, representing the American Federation of Labor, whose objections were based largely on the fact that the bill would eliminate preferences for American manufacture.

Shortly afterward, in New York, conferences were held on the pending WIP case against the American Society of Authors, Composers & Publishers. Joseph C. Hostetler and William H. Bemis, of the Newton D. Baker law firm retained by the NAB, conferred with Mr. Schuette, Philip G. Loucks, NAB managing director, and Isaac D. Levy, one of the owners of WIP. No statement was made after the meetings.

Seek 1500-1600 Kc.

(*Continued from page* 14)

to "spend as much money as is essential to initiate this plan and to carry it along until its practical feasibility is demonstrated." Sponsored programs are planned, he said, but the project, wholly backed by him, is not necessarily dependent upon sponsor revenues.

Mr. Hogan said he believed more than 50 per cent of the radios within range of his proposed station are already capable of tuning to 1,550 kc. The fact that the three new frequencies are immediately adjacent the broadcasting band, he said, makes it possible for a large percentage of broadcast listeners to check up on the improvements in service to be rendered and for station engineers to obtain quickly and directly first-hand criticisms and comments. He commended the Commission for opening up the new band to high fidelity service, asserting it was a step toward bringing radio to the point of reproducing music in the home as truly as it is heard in the studios.

California Wants Two

THE CASE for the Pioneer Mercantile Co., Bakersfield, Cal., seeking 1,550 kc., was presented by R. D. Lemert, who told the Commission he has built 50 radio stations in the west and for a time was technical radio consultant to the Mexican government. The company, he said, already has an experimental television station under license and is well prepared technically to operate the proposed high fidelity broadcasting station. It has an investment of $150,000 in radio apparatus and already has everything but the microphones and transmitter to meet the Commission's technical requirements. It is willing to spend $12,000 for the new plant, he added.

Mr. Lemert testified that he had no financial interest in the company but was interested in the patents it uses. He said Dr. Lee DeForest spends three days a week at Bakersfield working on its present researches. The town is 190 miles from Los Angeles and, being surrounded by valleys, gets poor reception except from its one local station, he said. He presented some of the proposed antenna details, declaring a vertical radiator might be used with directional effects calculated to cover the San Joachim valley.

The case for Fred W. Christian, Jr., and Raleigh W. Whiston, of Los Angeles, whose proposed 1,570 kc. station would be at Norco, Cal., was presented by depositions through Elmer Pratt, attorney. The depositions stated that Mr. Christian is a well known engineer who was the original builder of KNX; that the applicant is willing to spend $25,000 building the station and operating it, and that Dr. Lee DeForest is under contract to act as a consultant for the project.

As the hearings closed, the applicants asked the Radio Commission to expedite its decisions, Mr. Hogan especially indicating his eagerness to go ahead with the experiment. Mr. Strong, as counsel for the Unity School of Christianity, told the Commission that his clients would be glad to cooperate with the other Kansas City applicant for 1,530 kc. if the Commission grants the station there, even dividing time if required.

NBC Additions in West Announced by Gilman

DON E. GILMAN, NBC vice president in charge of the western division, has announced the appointment of Cecil Underwood, formerly production manager, as assistant program manager. Donald Cope, producer of the Carefree Carnival, Saturday night variety show broadcast transcontinentally, becomes production manager.

Underwood, who hereafter will assist Lew Frost, the NBC program manager, joined the NBC staff in 1929 as an announcer. He was master of ceremonies of the "Spotlight" program when he became production manager. He is a native of Spokane and started in radio at KHQ, Spokane.

Cope comes from Salt Lake City. He entered radio as a concert violinist but had all-around experience ranging from technical operations to program building before he joined the NBC staff three years ago.

Three new members have been added to the NBC program staff—Frances Minton, John Krafft and John Francis White, Jr. Miss Minton, who is a speaker on the "Woman's Magazine of the Air," will combine continuity writing with this work. Krafft, a continuity writer, comes from Hollywood, where he was a freelance writer for pictures. He assisted in the production of Eddie Cantor's broadcasts from Los Angeles last year. White, who sang on the air as Jack White, has been associated with various Los Angeles stations as an artist and as a writer and producer.

Radio Dealers' Contest

(*Continued from page 9*)

large portion of the listeners with the characters and themes of programs on the air. Practically three-quarters of the cards returned met the contest requirement of 75 per cent accuracy. Characterizations and themes from morning and afternoon programs seemed to offer no greater problem than those from evening programs. In other words, the contest offered an excellent index of radio listening habits spread over the entire day.

Second Dealer Contact

IN ORDER to give the radio dealer a second contact with his prospect, when the photographs of CBS artists arrive, they are sent to the dealer who informs the contestant his picture is ready for delivery. It is likely that final sales results of this campaign will not be available for some time as many future sales will result from the contact the dealer has made during the contest.

The success of a program embracing a contest of this kind seems to revolve around a spirit of informality. The listener's radio memory was challenged, and he accepted the challenge in a spirit of fun as evidenced by the many comments on the cards.

Naturally enough, the next campaign inaugurated by the Bureau of Radio and Electric Appliance Dealers will have a significant portion of its advertising appropriation invested in the resultful and powerful medium of radio.

★ ★

JOS. HORNE Co.

Selected

WJAS

PITTSBURGH

as the only Radio Station
to advertise its recent 85th
anniversary celebration.
(Year's foremost merchandising event)

WJAS - - - Columbia Basic Network

1,000 WATTS NIGHT 2,500 WATTS DAY

James Whitcomb Riley's famed "Old Swimming Hole" finds its modern Hoosier counterpart in Indianapolis . . . the Nation's Largest Inland City has the World's Largest Swimming Pool

. . . and WKBF strengthens Indiana's position as an

OUTSTANDING SPORTS CENTER

by broadcasting sponsored programs featuring the . . .

500-Mile Speedway Races
Notre Dame Football Games
Purdue U. Football Games
Indiana U. Football Games
State High School Basketball Games
All Indianapolis A.A. Baseball Road Games and many of the feature home games
Boxing, Wrestling and other sports events

More of the Many Features Building and Holding the Audience for

WKBF

IN INDIANAPOLIS

D. E. "Plug" Kendrick
General Manager

L. L. "Jake" Jaquier
Commercial Manager

INDIANA'S ONLY NBC OUTLET

National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York Chicago Los Angeles San Francisco

K

COMPLETE N. B. C. SERVICE

V

O

25,000
WATTS
TULSA, OKLA.

O

The Most Powerful
Station between
St. Louis,
Dallas and Denver

Considering Dill-Rayburn Bills

(Continued from page 11)

casting and amateur services; Telephone Division, with jurisdiction over all matters relating to common carriers engaged in telephone communications other than broadcasting by wire, radio or cable, including all forms of fixed and mobile radiotelephone service when connections is effected with a public telephone network, and Telegraph Division, with jurisdiction over common carriers engaged in record communication by wire, radio or cable, including all forms of fixed and mobile radiotelegraph service.

For Better Coordination

"IT IS BELIEVED," said Judge Sykes, "that this allocation of jurisdiction will result in a better coordination of related radio and wire services. Broadcasting is itself an important subject and not related to the mobile services. The mobile services, however, are closely related to the radio services both telegraph and telephone."

Judge Sykes recommended other technical changes, and pointed out that the Rayburn bill does not repeal but merely absorbs the Radio Act of 1927. If Congress is planning no additional changes this session, he went on, the commission will withhold suggestions for amendments until a further date, but he did ask for a single exception in the proposal already made in the bill (S. 2660) designed to eliminate studios of foreign stations in the United States. This was requested, he said, because the commission has found that broadcast transmitters have been located in foreign countries and programs therefor furnished largely by American studios when the party operating the station has been refused a permit to operate in this country. He was plainly referring to such cases as the Brinkley and Baker stations in Mexico.

If changes are to be considered in this session of Congress, Judge Sykes continued, the commission recommends an anti-lottery provision, urges elimination of the Davis equalization amendments to the appelate provisions of the Radio Act "so as to afford a right of appeal in cases involving affirmative orders of the commission, but not affording any right of appeal in cases of negative orders of the commission."

Splawn Discloses Salaries

THE SECTION of the Splawn report relating to the operation of two or more broadcasting stations by individuals or holding companies is treated elsewhere in this issue. The other broadcast feature of the report is the salary listings of the two major networks.

The 1932-33 salaries of NBC officers are stated as follows: Merlin H. Aylesworth, president, $45,000; Richard C. Patterson, vice president, $22,500; G. F. McClelland, vice president (since resigned), $22,500; George Engles, vice president, $18,000; A. L. Ashby, vice president, $16,200; John W. Elwood, vice president (since resigned), $13,500; John F. Royal, vice president, $21,600; H. C. Witmer, vice president, $9,000; Frank E. Mason, vice president, $18,000; Niles Trammell, vice president, $13,500; Don Gilman, vice president, $10,800; Frank M. Russell, vice president, $13,500; Mark J. Woods, treasurer, $6,750; L. MacConnach, secretary, $1,200 (amount paid to RCA as proportion of secretary's salary).

Directors of CBS are listed as follows: Arthur Bunker, Prescott S. Bush, J. A. W. Inglehart, Isaac Levy, Leon Levy, Jerome H. Louchheim, Jacob Paley, Samuel Paley, William S. Paley and Herbert Bayard Swope. The officers of CBS at December 31 and their 1932 compensation are listed as follows:

William S. Paley, president, under contract since September 1, 1929, for annual salary of $40,000 plus 2½ per cent of profits up to $600,000 and 5 per cent of profits over $600,000; Edward Klauber, first vice president and assistant treasurer, $30,913.52; Lawrence W. Lowman, vice president and secretary, $17,269.42; H. K. Boice, vice president, $30,689.18; Sam Pickard, vice president, $16,908.57; Henry A. Bellows, vice president, $3,317.27, with unstated additional compensation paid by subsidiaries; H. Leslie Atlass, vice president, $3,146.64, with unstated additional compensation paid by subsidiaries; Mefford R. Runyon, treasurer, $6,774.50, and Isaac D. Levy, vice president, serving without compensation.

For the Don Lee Broadcasting System the directorate on Dec. 31, 1932, was stated as consisting of Don Lee, president; Thomas S. Lee, vice president, and W. J. Gleason, secretary-treasurer, who were declared to "receive no compensation for their services." The only other salary listing was that of Knickerbocker Broadcasting Co., operator of WMCA, in which the directors named are Donald Flamm, president; Sidney Flamm, secretary, and William Weisman, vice president. Salaries for 1932 were given as: Donald Flamm, $17,000; Marion K. Gilliam, secretary and treasurer, $19,918; Sidney Flamm, $10,136; William Weisman, $6,000, and F. Dyson, secretary, $5,000.

Wisconsin Libel Suit

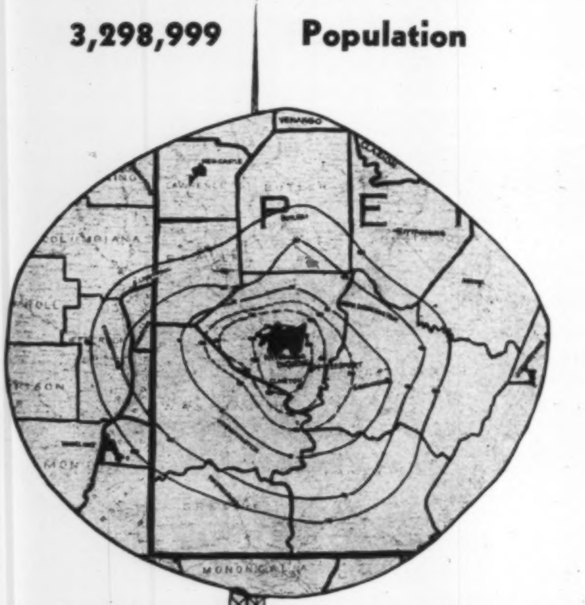
THE RADIO station of the *Milwaukee Journal*, WTMJ, is made co-defendant with Joseph D. Beck, Wisconsin state commissioner of agriculture and markets, in a slander suit brought by Walter Singler, president of the Wisconsin Cooperative Milk Pool, which was heard before a U. S. commissioner in March preparatory to trial in federal court at LaCrosse this spring. Mr. Singler charges the state official libeled him over WTMJ on May 15, 1933. He asks $110,000 damages, asserting the radio station is jointly liable for the utterance.

Unique Schlitz Feature

AN ENTIRELY new idea in newsprograming is being introduced in the Schlitz Brewing Co. account, which started on 50 CBS stations April 13 to be heard Fridays, 10-10:30 p. m. Titled the "Program of the Week," the show does not feature big names but offers, in dramatized form, the laugh, song, product, news, play, personality and book of the week. It was signed by Ray Weber, advertising manager of the Milwaukee brewing company, without an audition, the account being handled by Stack-Goble Advertising Agency, Chicago.

Bank Appeals to Young

PRESENTING a dramatic serial titled "Leaders of Tomorrow" and designed to interest the young audience, Bank of America, leading California financial institution, on April 3 started on eight Don Lee-California stations, Tuesdays and Wednesdays, 7:30-7:45 p. m., EST. Program is keyed to the network from KFRC, San Francisco, and account is handled by Charles R. Stuart, Inc., Los Angeles and San Francisco agency.



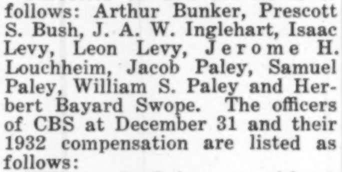
Primary Coverage Reaches

3,298,999 Population

Engineer's Survey

New Transmitter February 1, 1934

WCAE, Incorporated
PITTSBURGH, PA.



"Gateway to the Gold Fields"

THE
RUSH
IS ON

The only station in Colorado that serves its audience with both COLUMBIA BROADCASTING SYSTEM and WORLD BROADCASTING SYSTEM.

Population 1,008,940

Economics of the Quota System

(*Continued from page* 17)

the periodical field, affords interesting confirmation of this point.

Though the preceding factor looms more important in the administration of a system of allocation than in the formulation of its basic rules, it is a concept of fundamental importance. Any future system of allocation must contain within it sufficient elasticity and adaptability to allow practical recognition of this theory.

The Economic Factor

THUS FAR but one factor in the allocation of radio facilities has been considered: the social-political factor. There is, however, a second factor of equal importance. This factor is the economic one. In the past, it has received entirely too little attention; the requirement of financial responsibility having been entirely too broadly interpreted.

When Congress made the Radio Act of 1927 the law of the land, it placed the stamp of approval upon the development of radio broadcasting in the United States by private enterprise operating on a competitive basis. Congress took this step only after the most careful consideration and detailed study of all alternative plans. As a result, the present American system was established as being the best adapted to meet American needs.

The establishment of the American system of broadcasting, supported by revenues derived from the operation of stations and networks as advertising media (our magazines and newspapers are supported in the same fashion), introduced an important economic element into broadcasting. Private enterprise is based upon the assumption of a reasonable return for service rendered. Consequently the allocation of radio facilities, while keeping in mind the public service aspect as being fundamental, must also take into consideration the possibility of reasonable return. This not only should be a factor in the underlying rules governing allocation, but should play a more important part than heretofore in the determination of policy regarding individual stations.

Two Factors Compared

THUS two basic factors must be considered in any new plan for the allocation of radio facilities: the social-political factor and the economic factor. How far are the interests of these two factors the same, and how far are they divergent?

It seems that much can be done to reconcile them. In the first place, the apportionment of facilities on the basis of radio families is sound economically as well as socially and politically. Since set ownership correlates with spendable income, it should also correlate with sales opportunities. That it tends to do so is revealed by a comparison of columns (V), (VI) and (VII) in the accompanying table. Since sales opportunities, in turn, mean advertising opportunities, the allocation of broadcasting facilities on the basis of radio families tends to approximate allocation on the basis of a possibility of reasonable return.

A second item, however, looms important at this point; namely, improved engineering technique. It is most definitely the task of the engineer to find the means of reconciling the social-political and the economic factors in broadcasting, where the two need reconciliation. Undoubtedly reconciliation is necessary in the great sparsely populated areas of the Mountain States, or in the fitting of stations into the complicated population patterns of our more highly populated districts. If present engineers can not solve these problems other engineers will do so for them.

Engineering Influence

THERE SEEMS to be reason, however, to believe that present engineering developments have gone a long way toward simplifying the problem outlined in the preceding paragraphs. The development of directional antennae and resultant control of broadcasting patterns of stations, the improved knowledge of station location, the clearer appreciation of the varying values of different frequency assignments, and the rise of superpower, all point to possible means whereby the two factors may be welded into a more satisfactory broadcasting structure.

The development of a plan of allocation which will take into consideration the factors outlined previously, should result in a sounder and considerably more serviceable broadcasting structure. It should more fully carry out the spirit which motivated the Davis amendment. It should be more in keeping with the economic requirements of the broadcasting industry. If combined with a more thorough appreciation of the varied economic factors conditioning the development of American broadcasting (the problem of longer license periods being an excellent example to point), a new allocation system built along the general lines outlined above should constitute a forward step of highest significance to broadcasting. It should make possible a system which would combine the advantages of universal service, claimed rightly or wrongly by government systems, with those of individualized and enterprising service so characteristic of American broadcasting.

One word remains in conclusion. The preceding discussion does not presume to completeness. It merely is designed to raise a number of fundamental questions which require the most serious consideration in the development of any plan of allocation. It has emphasized the economic aspects primarily because in the past, these have received all too little attention. Past this point, the development of an allocation system must be the work of experts acquainted with the minute details involved in the problem.

EQUIPPED with a broadcasting studio, complete with control room, the Speech Centre of the International Committee on American Speech was dedicated March 22 at 126 East 13th St., New York.

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Minneapolis St. Paul

ACTIONS OF THE
FEDERAL RADIO COMMISSION

MARCH 30 TO APRIL 14 INCLUSIVE

Applications . . .

APRIL 4

WPRO, Providence, R. I.—Modification of special experimental authorization to operate on 630 kc., power of 250 w. and make changes in equipment for approval of exact transmitter site at Providence, R. I.

WCAE, Pittsburgh—License to cover CP granted 2-9-34 to change auxiliary transmitter location.

WGN, Chicago—License to cover CP granted 11-17-33 to make changes in equipment and increase power.

KSTP, St. Paul, Minn.—Modification of license to increase power from 10 kw. to 25 kw.

WMAQ, Chicago—CP to install new 50 kw. transmitter at 3.5 miles south of Downer's Grove and increase power to 50 kw.; amended to move transmitter near Addison, Ill.

KPCB, Seattle—CP to install new equipment and increase power from 100 w. to 250 w. and change time of operation from limited to unlimited; amended to omit request to change frequency and time of operation.

KGHF, Pueblo, Col.—CP to make changes in equipment and increase power to 500 w.; amended to omit request to change power.

Applications returned: NEW, Cole's Furniture Store, Potosi, Mo.—CP to operate on 1420 kc., 8-10 w., power and specified hours; KPCB, Seattle—Authorization to install automatic frequency control; KOL, Seattle—Modification of license to change operating frequency from 1270 to 850 kc.

APRIL 6

WNBX, Springfield, Vt.—CP to install new equipment and increase power from 250 w. to 500 w.

KLRA, Little Rock, Ark.—CP to install new equipment and increase power from 1 kw. to 1 kw. night, 2½ kw., D.

WHEF, Kosciusko, Miss.—Voluntary assignment of CP to Attala Broadcasting Corp.

NEW, A. L. Boykin, Tallahassee, Fla.—CP to operate on 1310 kc., 100 w., unlimited time.

WTOC, Savannah, Ga.—CP to install new equipment and increase power from 500 w. to 1 kw.

KRGV, Harlingen, Tex.—CP to move station to Weslaco, Tex.; amended to make changes in equipment.

WJBC, La Salle, Ill.—CP to move station to Bloomington, Ill.; amended to change transmitter location to Normal, Ill.

KUMA, Yuma, Ariz.—Voluntary assignment of license to E. B. Sturdivant.

NEW, Abraham Shapiro, Astoria, Ore.—CP to operate on 1370 kc., 100 w., unlimited time.

Applications returned: WBNX, New York—License to cover CP to install new equipment; WRGA, Rome, Ga.—CP to move station locally; KGHI, Little Rock, Ark.—Special experimental authority to use an additional 250 w. power at night; WDAF, Kansas City, Mo.—Authority to determine output power by direct antenna measurement; NEW, Lucien R. Gruss, Cleveland—CP to operate on 610 kc., 500 w., D.; KSOO, Sioux Falls, S. D.—License to cover CP to move transmitter and change equipment; WKOK, Sunbury, Pa.—Involuntary assignment of license from Charles S. Blue.

APRIL 7

WBNX, New York—Special experimental authorization to operate with an additional 250 w. power for 60 days.

NEW, Federal Broadcasting Corp., New York—CP to operate on 810 kc., 500 w., limited time (facilities of WNYC).

WBAL, Baltimore—Voluntary assignment of license to the WBAL Broadcasting Co.

KSTP, St. Paul, Minn.—Extension of special experimental authorization to operate with an additional 15 kw., D. for 6 months beginning May 1.

APRIL 9

WJR, Detroit—Modification of CP granted 12-15-33 to move transmitter to extend date of commencement and completion to 4-16-34 and 10-16-34 respectively.

WLW, Cincinnati—Special experimental authorization to operate with power of 500 kw. using transmitter of W8XO for period ending 8-1-34.

WLAP, Lexington, Ky.—License to cover CP granted 1-5-34 to move station from Louisville to Lexington and change frequency from 1200 to 1420 kc.

KGHF, Pueblo, Col.—CP to make changes in equipment amended to request an increase in power from 250 w., night, 500 w., D., to 500 w., D., and night.

KGBU, Ketchikan, Alaska—CP to move transmitter and studio locally.

NEW, Montana Broadcasting Co., Helena, Mont.—CP to operate on 1420 kc., 100 w., unlimited time; amended to request transmitter site to be determined.

APRIL 12

NEW, S. George Webb, Newport, R. I.—CP to operate on 930 kc. with power of 250 w.; amended to request 1200 kc., 100 w., 250 w. LS and make equipment changes. (Contingent upon WPRO vacating 1210 kc. and WORC vacating 1200 kc.)

NEW, Arde Bulova and Norman K. Winston, Brooklyn, N. Y.—CP to operate on 1400 kc., 1 kw., U. (facilities of WARD, WBBC, WLTH and WVFW).

NEW, Portland Broadcasting System, Inc., Portland, Me.—CP to operate on 640 kc., 500 w., limited time.

NEW, Clarion Broadcasting Co., Inc., Clarion, Pa.—CP to operate on 850 kc., 250 w., D.; amended to request 800 kc.

WRGA, Rome, Ga.—CP to move studio and transmitter locally.

WSGN, Birmingham—Modification of CP granted 12-19-33 to install new equipment and increase power for extension of commencement and completion dates to 5-1-34 and 6-19-34, respectively.

WAMC, Anniston, Ala.—Modification of CP granted 5-23-33 for removal of station to Selma, Ala., and also for extension of time.

NEW, Charles Henry Gunthorpe, Jr., Nacogdoches, Tex.—CP to operate on 1420 kc., 100 w., D.

KGHI, Little Rock, Ark.—Special experimental authorization to use power of 250 w., night.

KSTP, St. Paul, Minn.—License to cover CP granted 10-27-33 to make equipment changes.

WDAF, Kansas City, Mo.—Authority to determine operating power by direct antenna.

KGIX, Las Vegas, Nev.—Modification of 5-P-B-2660 as modified to extend completion date to 7-1-34.

KFBK, Sacramento, Cal.—CP to move transmitter, make equipment changes, change frequency from 1310 to 1490 kc., and increase power from 100 w. to 5 kw.; amended re equipment.

Applications returned: NEW, David Wroblewski, Brooklyn, N. Y.—CP to operate on 1500 kc., 100 w., S. H. (facilities of WMBQ); NEW, The Index Journal, Greenwood, S. C.—CP to operate on 1200 kc., 100 w., unlimited time; NEW, Harry C. Lowe and Clara A. Lowe, Dubois, Pa.—CP to operate on 740 kc., 1210 kc., or 1370 kc., 100 w., D.; NEW, H. O. Solie and A. E. Huepers, Alvin, Tex.—CP to operate on 1310 kc., 20 w., unlimited, D.; KLPM, Minot, N. D.—CP to make equipment changes; NEW, Norman Baker, Muscatine, I.—CP to operate on 850, 830, 780, 920, 1020 or 1170 kc., 5 kw., full or part time.

APRIL 13

WBNX, New York—License to cover CP granted 12-19-33 to make changes in equipment.

WQDM, St. Albans, Vt.—CP to move station locally.

WTJS, Jackson, Tenn.—CP to make changes in equipment; change from 1310 to 1430 kc., and increase power from 100 w., 250 w., LS, to 500 w. (facilities WNBR).

KGKO, Wichita Falls, Tex.—Special experimental authorization to increase power to 500 w., 1 kw., LS and change frequency to 1380 kc.; amended to be considered under Rule 6 (g).

KSOO, Sioux Falls, S. D.—License to cover CP granted 1-23-34 to move transmitter and make changes in equipment.

WHBL, Sheboygan, Wis.—License to cover CP granted 1-30-34 to make equipment changes.

NEW, Lawrence B. Amelung, Washington, Mo.—CP to erect a new station to operate on 1420 kc., power of 50 w., U.

KTFI, Twin Falls, Ida.—License to cover CP granted 12-26-33 to move station locally and make equipment changes.

KGAR, Tucson, Ariz.—CP to make changes in equipment.

NEW, Richard Field Lewis, Del Monte, Cal.—CP to erect a new station to operate on 1210 kc., with power of 100 w., D.

The following applications have been returned to the applicants: WLEY, Lexington, Mass.—CP to install new equipment; NEW, Northern California Amusement Co., Inc., Yreka, Cal.—CP to erect a new station to operate on 1500 kc., power of 100 w., U.; NEW, Dr. J. R. Burgess and George B. Bairey d/b as WHM Broadcasting Co., Helena, Mont.—CP to erect new station to operate on 1420 kc., power of 100 w., specified hours.

Decisions . . .

MARCH 30

WHN, New York—Granted extension of special experimental authority to operate with 1 kw. power from 1 a. m. to LS.

KTRH, Houston—Granted extension of special experimental authority to operate for 30 days with 250 w. night and 1 kw. D., and set for hearing the application to operate with 500 w. night.

KFPY, Spokane—Granted authority to make field intensity tests during D. hours on 890 kc., 10 w., for 20 days.

WIBA, Madison, Wis.—Granted extension of special experimental authority to use additional 500 w. night, for 30 days, and set application for hearing.

WFEA, Manchester, N. H.—Granted 30-day extension of authority for additional time in which to make field survey and submit data on authority to change frequency to 1340 kc.

KVOA, Tucson, Ariz.—License extended on a temporary basis to May 1, pending receipt and/or action on application for renewal.

KROW, Oakland, Cal.—Granted renewal of license on a temporary basis, subject to such action as the Commission may take on licensee's pending application for modification of license; also granted extension of special temporary authority to operate unlimited time with 500 w., subject to whatever decision the Commission may make upon any applications affecting the rights or interests of KFWI or other applicants.

Set for hearing: KFXD, Nampa, Idaho—Renewal of license set for hearing.

KFZ, Main Base, Little America—Granted modification of license to communicate with San Francisco and Honolulu in connection with broadcast programs and with Palo Alto, Cal., in connection with general communication.

NEW, Milwaukee Journal, Milwaukee—Granted license to use transmitter already licensed to W9XAG and W9XAD; 31600, 35600, 38600, 41000 kc., 500 w.

KOL, Seattle—Application for CP, 1270 kc., 1 kw., 2½ kw., LS, unlimited time (facilities of KXA), heretofore set for hearing, dismissed at request of applicants.

WJBK, Detroit—Application for special experimental authority to operate on 1370 kc., 50 w., unlimited time, heretofore set for hearing, dismissed at request of applicants.

APRIL 3

WTAG, Worcester, Mass.—Granted license covering changes in equipment and increase in power; 580 kc., 250 w., for auxiliary purposes only.

WHBU, Anderson, Ind.—Granted license covering rebuilding of station destroyed by fire; 1210 kc., 100 w., unlimited time.

WRJN, Racine, Wis.—Granted license covering changes in equipment, 1370 kc., 100 w., unlimited time.

WNRA, Muscle Shoals City, Ala.—Granted consent to voluntary assignment of license to Muscle Shoals Broadcasting Corp.

WTAG, Worcester, Mass.—Granted special temporary authority to operate auxiliary transmitter with power of 250 w., from April 15 to no later than May 1, in order to move main transmitter.

Set for hearing: WEVD, New York—Modification of license to change hours of operation from sharing with WBBR, WFAB and WHAZ to unlimited (facilities of WBBC, WLTH, WARD and WVFW); WWSW, Pittsburgh—CP to change frequency from 1500 to 890 kc.; increase power from 100 w., night, 250 w., D., to 250 w. night, 500 w. D., make changes in equipment and move transmitter locally (facilities of WMMN).

The Commission en banc will hear oral arguments on April 18 in re Examiner's Report No. 539, involving applications of WARD, WBBC, WLTH, WVFW (formerly WFOX), all of Brooklyn, N. Y., for modification of license and renewal of licenses.

KFNF, Shenandoah, Ia.—Granted regular license and hearing scheduled for April 13 cancelled, as licensee has corrected complaints.

NEW, Dale Robertson, Jackson Co., Mich.—CP for new general experimental station, heretofore granted, was retired to closed files for want of prosecution.

WKBO, Harrisburg, Pa.—CP to move transmitter and studio locally and make changes in equipment heretofore granted, was retired to closed file for want of prosecution.

KOTN, Pine Bluff, Ark.—Granted modification of CP approving transmitter site at Hotel Pines, Pine Bluff; also granted license, 1500 kc., 100 w., D.

KRGV, Harlingen, Tex.—Granted extension of special temporary authority to operate unlimited time for period beginning April 1, and pending action on application on file, but not later than Oct. 1.

APRIL 6

KEX, Portland, Ore.—Granted CP to move transmitter to North Portland and install new equipment.

WSFA, Montgomery, Ala.—Granted CP to make changes in equipment and move transmitter locally.

WODX, Mobile, Ala.—Granted CP to make changes in equipment and move transmitted from Springhill, Ala., to Mobile, and move studio to new transmitter location.

KGCR, Watertown, S. D.—Granted CP to change transmitter locally in Watertown.

KBTM, Jonesboro, Ark.—Granted modification of CP extending completion date to May 2, and change studio location in Jonesboro.

WRAM, W. Durham, N. C.—Granted modification of CP to change corporate name to Durham Radio Corp.

Set for hearing: WPFB, Hattiesburg, Miss.—CP to move transmitter and studio from Hattiesburg, Miss., to Troy, Ala., change frequency from 1370 to 1210 kc., and change hours of operation from specified hours to D.; KGW, Portland, Ore.—CP to change studio locally, make changes in equipment and increase D. power from 1 kw., to 2½ kw.; KVI, Tacoma, Wash.—Modification of License to increase D. power from 500 w. to 1 kw.

KOIL, Council Bluffs, Ia.—Granted regular renewal of license as company has amended charter empowering it to engage in radio broadcasting business.

WODX, Mobile, Ala.—Examiner ordered to render report on application for modification of license, substituting the name of Pape Broadcasting Corp. as Commission previously granted permission of receivers to assign license to that corporation.

WMEX, Chelsea, Mass.—Granted modification of CP to extend completion date to May 15.

APRIL 13

WJR, Detroit—Granted modification of CP for approval of towers' location, formerly authorized in CP; also granted authority to extend commencement date to 4-16-34 and completion date to 10-16-34, to move transmitter from Pontiac to near Detroit.

KYW, Philadelphia, Pa.—Granted modification of CP for approval of transmitter site at Joshua Road, Whitemarsh Twp., Pa., and install new equipment.

WMAL, Washington—Granted CP to install new equipment, maximum power 500 w., for auxiliary purposes.

WCAE, Pittsburgh—Granted license covering local move of transmitter, 1220 kc., 400 w., for auxiliary purposes.

XUM

WLBC, Muncie, Ind.—Granted license covering change in equipment and increase in day power from 50 to 100 w. on 1310 kc., 50 w., night, simultaneous day operation with WTRC, share night with WTRC.

WGN, Chicago, Ill.—Granted license covering changes in equipment and increase in power to 50 kw., 720 kc.

WJBO, Baton Rouge, La.—Granted modification of CP extending commencement date to 10-1-34 and completion date to 12-1-34.

WPTF, Raleigh, N. C.—Granted modification of CP to change type of equipment.

KVI, Tacoma, Wash.—Granted authority to take measurement of antenna power.

WMPC, Lapeer, Mich.—Granted modification of license to change frequency from 1500 to 1200 kc.

WIBM, Jackson, Mich.—Granted modification of license to change hours of operation from specified to unlimited.

WBAL, Baltimore—Granted consent for voluntary assignment of license to the WBAL Broadcasting Co.

WSBT, South Bend, Ind.—Granted special temporary authority to operate station without approved frequency monitor, for period not longer than one week.

WHBL, Sheboygan, Wis.—Granted extension of program test period for 30 days.

WJBK, Detroit—Granted modification of license to change hours of operation from specified to unlimited, and change frequency from 1370 to 1500 kc.

Set for hearing: NEW, C. C. Morris, Ada, Okla.—CP for new station, 1200 kc., 100 w., D.; NEW, Cyril W. Reddoch d/b as the Friendly Broadcasting Co., Columbus, Miss.—CP for new station, 1370 kc., 100w., D.; NEW, Chas. Dixon Gentsch, Greensboro, N. C.—CP for new station, 1440 kc., 500 w., night, 1 kw. day; unlimited time (facilities of WBIG).

WDAS, Philadelphia—Denied informal request for increase in night power from 100 to 250 w. from 10:15 to 10:45 p. m., EST, April 13, 20, 27 and May 4, 1934.

WKOK, Sunbury, Pa.—Granted consent to voluntary assignment of license to Sunbury Broadcasting Corp.

WCHS, Charleston, W. Va.—Temporary license made permanent increasing power from 250 to 500 w.

WTAG, Worcester, Mass.—Temporary license made permanent increasing power from 250 to 500 w.

WESG, Elmira, N. Y., and KWJJ, Portland, Ore.—Reconsidered action of March 30, 1934, granting renewals of licenses on a regular basis, and directed special temporary authority be issued for the period ending Aug. 1, 1934, during the conduct of experiments involving stations KTHS, KRLD, WTIC and WBAL.

KFDY, So. Dak. State College, Brookings, S. D. (Ex. Rep. No. 540)—Granted modification of license to operate on 780 kc., 1 kw., day, specified hours: daily except Sundays: 12:30 to 2 p. m., CST, sustaining Examiner Hill.

KFYR, Bismarck, N. D.—Granted modification of license to operate on 550 kc., 1 kw., 2½ kw. LS., sustaining Examiner Hill. (Effective date, May 13, 1934).

NEW, Jos. G. Mayer and Clarence R. Cummins, Erie, Pa. (Ex. Rep. No. 542)—Denied CP for new station to operate on 1420 kc., 100 w., U., sustaining Examiner Walker. (Effective date, April 20, 1934).

WDBJ, Roanoke, Va. (Ex. Rep. No. 543 —Granted modification of license to operate on 930 kc., 500 w., U., sustaining Examiner Hill. (Effective date April 20, 1934.)

Examiners' Reports . . .

WJBW and WBBX, New Orleans—Examiner Walker recommended (Report 545; Dockets 2228, 2244 and 2071) that application of WJB for modification of license and applications of WBBX for renewal of license and voluntary assignment of license be denied.

WSBC, Chicago; WHBY, Green Bay, Wis.; WBOW, Terre Haute; WGES, Chicago; WBST, South Bend, Ind.; WFBM, Indianapolis; and John L. Hopkins, Hammond, Ind.—Examiner Hill recommended (Report 546; Dockets 2138, 2160, 2214, 2190, 2175, 2206, 2174 and 2096) that WSBC application for modification of license be dismissed; that WHBY and WBOW be denied modification of licenses; that WGES be granted renewal of license on 1360 kc.; that WSBT be granted renewal of license and modification of license to operate 4/7 time on 1360 kc. (formerly used by WJKS); that WFBM be granted full time on 1230 kc. (vacated by WSBT), and that application of Hopkins for CP on 1360 kc. be dismissed without prejudice.

17 Get Chieftain Series

CHIEFTAIN MFG. Co., Baltimore (Color Shine shoe polish) has taken time on 17 stations for its series of 24 dramatized one-minute announcements transcribed by World Broadcasting System. Account was placed through Van Sant, Dugdale & Co., Baltimore.

Ohio Education Institute To Meet April 30-May 2

NOTABLES in all branches of radio are scheduled to speak or participate in the round table discussions at the at the fifth annual Institute of Education by Radio to be conducted under the auspices of Ohio State University at Columbus, April 30-May 2. Practically all of the discussions will deal with education by radio, with the conflicting elements in the educational radio field equally represented. Levering Tyson, director of the National Advisory Council on Radio in Education, and Tracy F. Tyler, of the National Committee on Education by Radio, will preside at several sessions.

Among the broadcasters scheduled to speak are Judith Waller, NBC; H. V. Kaltenborn, CBS commentator; Frederic A. Willis, CBS; Joseph Wright, WILL; H. B. McCarty, WHA, and W. L. Griffith, WOI. On the program also are talks by Philip G. Loucks, NAB managing director, and Dr. Herman S. Hettinger, University of Pennsylvania. A feature on May 1 will be recordings of selected broadcasts of 1932-33 as carried on WJR, WLW, WSYU, WMAQ, WOSU, WHAM, WNYC and CKUA.

News Via Short Waves

DELIVERY of news matter via short waves to broadcasting stations was authorized by the Radio Commission April 11. The Commission altered Rule 232, which hitherto has limited transmissions by such public service licensees specializing in news traffic as Press Wireless, Inc., or Hearst's American Radio News Corp. to news and advertising matter intended for publication only. The rule will now read: "or for public dissemination by any class of radio stations, the emissions of which are intended to be received by the general public." Though it took no formal action on the request of Ivan Johnson for the rule change [see story on page 18], this action in effect grants the Johnson request.

Ryan, WSPD, Promoted

J. H. RYAN, general manager of WSPD, Toledo, has been appointed vice president and general manager of Essex Broadcasters, Inc., taking charge of the Detroit sales offices of CKLW, Windsor-Detroit, and also retaining supervision over WWVA, Wheeling, W. Va., and WSPD. All of the stations are in the group headed by George B. Storer, who recently took over the presidency and managership of Federal Broadcasting Corp., operating WMCA, New York. Mr. Ryan's assistant in active charge of WSPD is now E. G. Flannigan.

RCA Meter Described

A CATALOGUE containing complete technical and general descriptions of the new RCA Victor field intensity meter has just been issued and is obtainable from the factory at Camden, N. J. The portable, direct-reading and self-calibrating device is designed for broadcast and commercial station surveys, transmission tests and the location of interference. It is called Type TMV-75-B.

Foods Prefer Daytime

ACCORDING to a report on daytime broadcast advertising, brought up to date through February, 1934, NBC points out that the food industry has always used daytime periods to a greater extent than any other industrial group. In 1933, the food industry accounted for more than 50 per cent of the total expenditure on networks. The study further reveals that a total of $26,162,888 has been spent over NBC networks for daytime broadcast advertising in the last seven years. This total represents approximately 21 per cent of the total expenditures for time over NBC networks.

Yankee Network Booth Feature of Drug Show

A YANKEE NETWORK booth at the first New England Drug Show served to acquaint the druggists of New England with the fact that the network was doing much to promote their interests. The large booth was shared jointly by the network, the *Apothecary Magazine*, official organ of all New England State Pharmaceutical Associations, and the Marawell Co., operators of the Old Apothecary Service.

The booth served as meeting-place for Pharmaceutical Association members during the six days of the show, April 2-7. Broadcasting lines were installed in Mechanics Building, where the Drug Show was held, for two broadcasts from the stage of Paul Revere Hall before an audience of visitors. A one-hour broadcast, made up of four 15-minute periods sponsored by exhibitors at the show, was presented over WAAB.

Gilmore Signs Off

GILMORE CIRCUS, originating weekly at KFI, Los Angeles, for the NBC-KGO network, went off the air early in April after a record of five years on the air. It started at KNX, Hollywood, and later became a network feature. While present radio plans for the group have not been finally determined, it is expected that the sponsors, the Gilmore Oil Co., Los Angeles, will resume radio in the fall. In the meantime, the Circus group has gone on a coast vaudeville tour, starting in San Diego and gradually working its way up into the northwest.

Glover Joins WMCA

HERBERT L. GLOVER, formerly in charge of CBS remote control broadcasts, has been appointed by George B. Storer, president of Federal Broadcasting Corp., to take charge of special broadcasts for that station. Mr. Glover also was former public relations chief in CBS. As an initial step in revising the WMCA organization, Mr. Storer, who became head of the station a month ago, engaged the engineering firm of Jansky & Bailey, Washington, to make a technical survey of the station's equipment which was completed the week ending March 31.

BRITISH radio listeners are reported from London to be clamoring for an earlier start than 10:15 a. m. for BBC weekday programs.

General Mills Sponsors Baseball On WOC-WHO

GENERAL MILLS, Minneapolis (Wheaties), has again contracted to broadcast daily baseball games ployed at home by the Chicago Cubs and the Chicago White Sox, over WOC-WHO, Des Moines. Play-by-play reports of the major league ball games were broadcast in 1933 on a test schedule over WOC-WHO and proved so successful that this year a schedule of 150 games, to be played between April 17 and Sept. 30, has been placed with the Des Moines station.

More than 65,000 letters of appreciation for the baseball broadcasts were received last year by the makers of Wheaties. Various "stunts" were used last year and will be repeated this year, in connection with the baseball broadcasts. Kiddies parties at the Des Moines-Western league ball park were held by the program sponsors, ball player popularity contests were held and Western league players and managers were interviewed on the air between innings of the Cubs and Sox games, etc. The games will be broadcast by Dutch Reagan, popular young sports announcer, who has been on the staff of WOC-WHO for the last year and a half.

ISSUING about 1,100,000 licenses during January alone, the British Post Office registrations of radios reached 6,124,000.

PIEZO
ELECTRIC
CRYSTALS
"Superior by Comparison"

NRA

BROADCAST BAND

Broadcast Band Crystals supplied fully mounted, ground to an accuracy BETTER than .03% on equipment tested regularly by U. S. Bureau of Standards, Standard Frequency Signals.

Crystals for use in the Broadcast Band are supplied in two types of holders. Our Standard Holder (contact type) made of Bakelite, with metal parts brass nickle-plated. Our Precision Isolantite Monel Metal Holder (air gap adjustable) permits small adjustment of frequency, by changing air gap slightly. When ordering state type tube, plate voltage and operating temperature.

FREQUENCY RANGE 100 TO 1500 KC.
Standard Holder $35
Precision Isolantite Holder $45
Prices include accurately ground crystal

STATION MONITOR SERVICE

We will calibrate and adjust your present MONITOR to an accuracy of plus or minus 50 cycles (550 kc. to 1500 kc.), at a cost of $25. We will furnish new crystal in your Monitor (holder supplied with Monitor), calibrate and adjust same to within 50 cycles for $60. If a crystal is supplied with Monitor which is lower than desired frequency, cost for regrinding and adjusting within 50 cycles is $55.

Prompt Delivery Assured

SCIENTIFIC
RADIO SERVICE
"THE CRYSTAL SPECIALISTS"
SINCE 1925
124 JACKSON AVE., UNIVERSITY PARK
DEPT. B-4
HYATTSVILLE, MARYLAND

The Other Fellow's Viewpoint

Explains Audience League

To the Editor of BROADCASTING:

In your issue of April 1 I find to my astonishment that the American Radio Audience League, with which I am associated, is understood by you to have conducted a campaign against commercial broadcasting.

On the contrary, the Audience League offers the only method which seems to me feasible for releasing commercial broadcasting from the "constant duress" laid upon it by politicians, according to your editorial in the same issue.

Last November I had the honor of speaking over the combined NBC and CBS networks in opposition to the proposal to substitute a government-managed system of broadcasting for the commercially supported American plan. As you will see on page 15 of the enclosed transcript of this November debate, I am for advertising on the air, managed by commercial concerns who know how to manage and sell it, as a means of support for other programs which will be free from the influence of advertisements and will not be "jostled" by them. I asked, that is, that the radio audience be given as fair a deal as you give your readers in keeping your reading columns entirely separate and uninfluenced by what your advertisers say in their paid space.

The Chicago Civic Broadcast Bureau was promoted by the radio committee of the City Club of Chicago (not the "City of Chicago," as your typographical error makes it appear) as a practical agency for carrying into effect in this locality the principles enunciated by the Audience League. Those principles are scarcely more than the practical application of the generally accepted theory that the air is public domain and should be treated as such.

There are, to be sure, worthy men in this profession of teaching who believe, in all sincerity, that the only way to reach our end is to have all our broadcasting governed from Washington. Surely it should be of some interest to your readers to know definitely that there are some of us who see far greater safety for democracy in maintaining the program authority, as now, in the hands of local organizations of every kind whose exercise of it can be best harmonized with "the public interest."

T. V. SMITH, *Editor,*
International Journal of Ethics, University of Chicago,
April 3, 1934. Chicago, Ill.

Code Authority To Meet

(*Continued from page* 7)

we are confident that the same trends apply to other employes within the industry as shown for radio technicians. We are now employing more workers than ever before in the short history of radio, and have readily met the President's recommendations that we bring the industry back to its 1929 peak. In fact, we are far beyond 1929."

Mr. Baldwin added that he has asked Gen. Johnson to take no action at this time to require further reductions in the hours of labor, especially as a safeguard for the smaller broadcasters. Both the Rosenblatt and the Johnson proposals will receive formal replies from the Code Authority after its May 2 meetings.

Two Clear Waves Altered by Grant

Four Stations to Gain Time By Simultaneous Use

AFFORDING full-time operation to three stations and virtually a full schedule to the fourth, the Radio Commission March 30 approved an experimental 90-day grant under which these hitherto time-dividing stations shift frequencies and engage in operation which has the effect of eliminating two more clear channels from existing allocations.

Adopting an arrangement devised by T. A. M. Craven, consulting engineer, the Commission granted the four applications under which KTHS, Hot Springs, Ark., WBAL, Baltimore, WTIC, Hartford, and KRLD, Dallas, acquire the additional time. The clear channels of 1040 and 1060 kc., on which the four stations formerly divided time, are thus thrown open to simultaneous operation. The experimental grants become effective April 29 for a 90-day period.

WESG May Appeal

POSSIBILITY of an appeal against the decision by WESG, Elmira, N. Y., caused the Commission to postpone the effective date so long. WESG formerly operated on 1040 kc., daytime, but was shifted to 680 kc., daytime hours, in order to make the major shift possible. It is licensed to Cornell University and opposed the action.

Commissioner Lafount dissented from the Commission's ruling because he said it conflicts with the allocation of 1928 and is inconsistent with the rules and regulations. A staunch advocate of the clear channel principle, he asserted he had no complaint whatever against the particular stations involved but that he felt the Commission should decide in advance what its policy will be with respect to clear channels, rather than handle such matters under the guise of experimental grants.

In his formal statement he said:

> We have before us for consideration and decision applications for facilities inconsistent with the allocation of 1928 and existing rules and regulations of the Commission. The applicants in the cases here referred to were well aware of the Commission's rules and regulations at the time they filed their applications and desired to be heard regardless of the existence of such rules.
>
> It is not clear from the applications whether they believed it would be in the public interest to grant them special authority inconsistent with the established rules, or whether in their opinion the rule should be modified or abolished. Certainly no evidence or testimony was submitted on that subject. The cases were heard regardless of the fact that the applications were inconsistent with the Commission's plan of allocation. I, therefore, submit that before any action be taken upon these cases the Commission should decide whether or not the rule here involved should be continued, modified, or abolished, not as to any particular application but with reference to all stations generally, and that therefore, if and when the Commission revises its rules, it can consider whether the granting of a particular application before it would serve public interest, convenience and necessity.

The decisions are as follows:

KTHS, Hot Springs, Ark.—Granted special experimental authority to operate on 1060 kc., 10 kw., simultaneously with WBAL 6 a. m. to LS, suspending LS to 8 p. m., CST; unlimited time 8 to 12 p. m.

KRLD, Dallas, Tex.—Granted special experimental authority to operate on 1040 kc., 10 kw., simultaneously with WTIC, unlimited time.

WTIC, Hartford, Conn.—Granted special experimental authority to operate on 1040 kc., 50 kw., simultaneously with KRLD, unlimited time.

WBAL, Baltimore, Md.—Granted special experimental authority to operate on 1060 kc., 10 kw., 6 a. m. to LS, at Hot Springs, simultaneously with KTHS, unlimited time LS to 9 p. m., synchronizing with WJZ on 760 kc. with 2½ kw. from 9 p. m.

WESG, Elmira, N. Y.—Granted renewal of license to operate on 580 kc., daytime hours, 1 kw. power, for period of 90 days. Formerly licensed daytime hours on 1040 kc.

KWJJ, Portland, Ore.—Granted renewal of license on 1040 kc., 500 watts, limited time. Formerly licensed limited time on 1060 kc., 500 watts.

WCBC are to be the call letters of the new 100-watt station on 1210 kc., which the Radio Commission March 22 authorized Harold F. Gross, M. B. Kesler, and L. A. Veraluis to erect.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Experienced radio salesman on commission in 250-watt station in thriving southern community. Opportunities for advancement. Write Box 176, BROADCASTING.

Experienced baseball announcer, Class A league. Also capable of regular turn on air. Box 180, BROADCASTING.

Situations Wanted

Radio writer—experienced commercial continuity, station publicity, newspaper and radio news service. Write, edit, or direct. References. Box 179, BROADCASTING.

Well-known, competent chief engineer seeks position with progressive radio station. Eighteen years radio experience, holder of B.S. and M.S. degrees. Employed. Box 177, BROADCASTING

Broadcast Engineer. 12 years world-wide experience. Former chief engineer. Administrative, executive ability. First radiotelephone and first-radiotelegraph licenses. Age, 32. Married. References. Box 181, BROADCASTING.

EXPERIENCED broadcast engineer and announcer. Have been in charge of operation of midwestern station for past twenty months. Desirous of placement where advancement is possible (any location). Age 20, conscientious and reliable. Full details and references upon request. Box 178, BROADCASTING.

Wanted To Buy

WANTED—To buy or lease 100 or 500 watt station. Preferably in Georgia, Florida or Alabama. Address Box 175, BROADCASTING.

For Sale

Controlling stock in full time radio station making nice profit at present time. Equipment in fine shape. If you are looking for a paying station here is your opportunity. Address Post Office Box 276, Cumberland, Md.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and
Manufacture
9th and Kearney Sts., N. E.
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field
Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

FRED O. GRIMWOOD
RADIO ENGINEER
Field Strength and Station
Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
Boonville Highway near Hercules Ave.
Evansville, Ind.

MR. ADVERTISER

Here's a new way to go on the air!

Now you can go on the air with a BIG GUN in local markets at very low cost!

WORLD DAILY PROGRAM SERVICE

Radio's newest achievement. Every variety of vocal and instrumental music reproduced by the brilliant new Western Electric Wide Range vertical method. The stations listed below (both Independent and Network) are units of the WORLD DAILY PROGRAM SERVICE. More stations are being added each week.

WAPI Birmingham, Ala.
KUOA Fayetteville, Ark.
KFPW Fort Smith, Ark.
KIEM Eureka, Cal.
KNX Los Angeles, Cal.
KLX Oakland, Cal.
KVOR Colorado Springs, Col.
KGHF Pueblo, Col.
WTIC Hartford, Conn.
WRUF Gainesville, Fla.
WQAM Miami, Fla.
WCOA Pensacola, Fla.
WTFI Athens, Ga.
WMAZ Macon, Ga.
KIDO Boise, Idaho
WGN Chicago, Ill.
WJBL Decatur, Ill.
WTAD Quincy, Ill.
WHBF Rock Island, Ill.
WTAX Springfield, Ill.
WGBF Evansville, Ind.
WLBC Muncie, Ind.
WBOW Terre Haute, Ind.
KWCR Cedar Rapids, Iowa
WOC-WHO Des Moines, Iowa
WMT Waterloo, Iowa
KGGF Coffeyville, Kan.
WLAP Lexington, Ky.
KWKH-KWEA Shreveport, La.
WEEI Boston, Mass.
WTAG Worcester, Mass.
CKLW Detroit, Mich.
WEBC Duluth, Minn.
KSTP St. Paul, Minn.
WAML Laurel, Miss.
WQBC Vicksburg, Miss.
KMBC Kansas City, Mo.
KWK St. Louis, Mo.
KGBX Springfield, Mo.
KFBB Great Falls, Mont.
KGVO Missoula, Mont.
KFAB Lincoln, Neb.
KOIL Omaha, Neb.
KGGM Albuquerque, N. M.
WGR Buffalo, N. Y.
WOR New York, N. Y.
WHAM Rochester, N. Y.
WFBL Syracuse, N. Y.
WSOC Charlotte, N. C.
WSJS Winston-Salem, N. C.
WCKY Cincinnati, O.
WHK Cleveland, O.
WAIU Columbus, O.
WSPD Toledo, O.
KFJI Klamath Falls, Ore.
*WCBA Allentown, Pa.
WCAU-WIP Philadelphia, Pa.
WCAE Pittsburg, Pa.
WEEU Reading, Pa.
WJAR Providence, R. I.
WCSC Charleston, S. C.
WIS Columbia, S. C.
WFBC Greenville, S. C.
WOPI Bristol, Tenn.
WNOX Knoxville, Tenn.
WLAC Nashville, Tenn.
WDAG Amarillo, Tex.
KGKO Wichita Falls, Tex.
WEHC Charlottesville, Va.
WRVA Richmond, Va.
WDBJ Roanoke, Va.
KXRO Aberdeen, Wash.
KOMO-KJR Seattle, Wash.
KIT Yakima, Wash.

● You may obtain complete information and program auditions by communicating with the office nearest you. Phone or write today.

WORLD BROADCASTING SYSTEM, Inc.

50 West 57th Street, New York, N. Y.

Offices and Recording Studios at

400 West Madison Street, Chicago, Ill.
1040 North Las Palmas Avenue, Hollywood, Cal.

Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.)

Western Electric Licensee

**An apology to* WCBA, *Allen-own, Pa.: Through an error the all letters of* WCBA *were omitted om our advertisement in the April st issue of* BROADCASTING. *WCBA is one of the original World aily Program Service stations.*